

The starting point of the boutique airways, Bangkok airways)

*Ms. Kasinee Khokrathok International College /
Suan Sunandha University, Thailand,
Kasinee.kkt@gmail.com*

AJ.Benjapol Worasuwanarak International College /

Suan Sunandha Rajabhat University. Thailand.

Benjapol.wo@ssru.ac.th

Abstract

Nowadays, people often choose to use to travel by airplane. Because travel by air is convenient and fast. It's Suitable for people who travel long distances to save their time. At the present travel by plane, there are a variety of airlines to choose. There are either full-service airlines or low-cost airline. In each airline are difference both of service and price. full - service is mean that is, it does not have to purchase food or drink due to travel like Low-cost. For this reason, that why travel by plane is one of the more popular choices. However, the airline industry is highly competitive, there might have to sell cheaper tickets or fly different routes from another airline, and make an impressive service for the passenger in various fields. The purpose of this research is to study about Bangkok Airways who calls itself an airline of Asia's Boutiques Airline and how Bangkok Airway is better or different from other airlines.

Keywords: Airline, Service, Travel.

Introduction

Travel by airplane is a journey that is very popular for the population in Thailand. In addition to the bus, Motorbike, BTS sky train or Airport link and the private car. Especially, those who have to travel abroad and people in other provinces must travel farther because of the distance from the current location for the long haul. For this reason, traveling by plane, it will help save time and more comfort from the airlines.

Currently this service by airplane. There are many airlines, with both full service and Low-cost both form on similar routes, what makes it different is the price of flights it also includes serve food and drinks by the airline as a full service these services are combined to make already in the ticket price. We do not pay more money like airlines Low-Cost.

Both forms of service are different extent. of course, the airline of full - service is better than the low-cost airline. because due to travel people need to be comfortable from seat and service from the airline. Full-service It is not necessary to purchase food or drink, because of having food service beverage is included in the ticket. It has a lounge for service of food and drinks and gives convenient to their customer when waiting time to on board. This may be the reason why Bangkok Airways is an airline of Asia's Boutiques Airline. Because There makes exclusive service fly to the new route, that linking cultural heritage sites and natural wonders in Thailand and have its own three airports.

Research methodology

Objective

To study about how their become to Boutiques Airline.

To find about what is makes Bangkok Airways Boutique from another airline.

In the aviation industry is growing rapidly and have to be competitive with quite high. there are many airlines to service both of full-service and low-cost. but what makes each airline companies are different, to provide customers traveling with the airline.

Bangkok Airways is the one airline who calls itself Boutique Airline. how this makes own airline different. The company began to provide regular flights under the current official name is "Bangkok Airways" Since 1986 January 20 is the first flight, and in 2004 Bangkok Airways used the slogan Asia's Boutique Airline until nowadays. when the Company celebrated its 36th anniversary. Bangkok Airways has announced that only one point clear of becoming Asia's Boutique Airline to unite together and strive to propel the growth of this airline. It is the pride of the people and can provide people long to realize the world "Asia's Boutique Airline". On every side.

- The airline has routes covering destinations that are interesting.
- The company has its own airport.
- A plane flying dust in the new and modern, painting a unique body of aircraft.
- Have lounge service for passengers.
- The food tastes delicious.
- And excellent service from the staff.

Meaning, all together as Asia's Boutique Airline.

The main six reasons that definition is a Boutique.

You will find out issues with the waiting. And the cost of the airport before boarding, which lasted nearly an hour for domestic flights. And lasted for hours for international flights. In addition to cost savings during boarding. You can also use the facilities at the lounge of Bangkok Airways, both business class, and economy class.

- I. **BOUTIQUE LOUNGES:** the lounge offers full services for all passengers with comprehensive standard business-class equivalent an array of snacks and hot and cold beverages, the Internet and Kids Corner. to convenience to the passengers of the Bangkok Airways.
- BLUE RIBBON CLUB:** for business class passengers can relax and enjoy the ambiance of the beautifully designed Blue Ribbon Club. Apart from the

premium menu of food and beverages, new services on offer include a shower room, a massage room and a private library that can be turned into a mini meeting room.

- II. BOUTIQUE AIRPORTS:** Each of the three airports is unique because the buildings have been carefully designed to blend in with the natural and cultural environment of each location. Samui Airport, Sukhothai Airport, and Trat Airport are gateways to Thailand natural and cultural.
- III. Free baggage allowance of 20 kg checked:** Is Full-Service airline with Bangkok Airways allows passengers to handle such problems of carriers, in addition, passengers can carry on baggage You can also load baggage under 20 kg without additional cost
- IV. Appetizing Menus:** Meals are prepared with freshly picked ingredients from selected organic farms to ensure good tastes and good health.
- V. Colorful Aircraft:** Aircraft in the Company fleet is painted with distinctive designs and bright colors.
- VI. Exclusive Service:** Elderly and small children are treated with extra care. Warm, sincere and friendly services with attention to details are the norm on Bangkok Airways flights.

Conclusion

The company began to provide regular flights under the current official name is "Bangkok Airways" Since 1986 January 20 is the first flight, and in 2004 Bangkok Airways used the slogan Asia's Boutique Airline until nowadays. when the Company celebrated its 36th anniversary. Bangkok Airways has announced that only one point clear of becoming Asia's Boutique Airline to unite together and strive to propel the growth of this airline. It is the pride of the people and can provide people long to realize the world "Asia's Boutique Airline". On every side.

There makes exclusive service fly to the new route, that linking cultural heritage sites and natural wonders in Thailand and have its own three airports.

definition of a Boutique including;

- I. The airline has routes covering destinations that are interesting.
- II. Has its own airport. (Samui Airport, Sukhothai Airport, and Trat Airport)
- III. A plane flying dust in the new and modern, painting a unique body of aircraft.
- IV. Have lounge service for all passengers.
- V. The food tastes delicious.
- VI. And excellent service from the staff.

Meaning, all together as Asia's Boutique Airline.

Discussion and Recommendation

Bangkok Airways is an airline in Asia is a very good reputation to provide full-service regional airline. The flight was perfect and on time. Bangkok Airways is an airline in Asia to provide full-service good. Both the staff, the lounge that every class can use, the seats are comfortable and the food was delicious. That why their airline is Asia's Boutique Airline.

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