

# **Motivations and Satisfaction of Thai Tourists towards Tourism Activities Management of Talad Noi Community, Bangkok, Thailand**

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## **Abstract**

The study of “Motivation and Satisfactions of Thai Tourist toward Tourism Activities Management of Talad Noi Community” This community is the one of the oldest communities in Bangkok we have known as a popular tourist community in Samphanthawong area and the place has began to sort out the tourism activities. From this reason, the researcher is interested in study the motivation that influences the tourist travel to Talad Noi Community. The propose of this study consist of (1) Study about the motivations of Thai tourist who visited Talad Noi, (2) Study about the satisfaction of Thai tourist toward tourism activities in Talad Noi community, (3) Study guidelines for development tourism activities in Talad Noi community. The data is collected from 100 Thai tourists by using the questionnaire survey, researcher collected the data from 6<sup>th</sup>-21<sup>st</sup> April 2019 and used SPSS program to analyse the data. The study has found that the most gender of Thai tourists who visited Talad Noi Community is female in percentage of 67 from 100 persons and average of ages during 20 - 30 years old and Thai tourists have known less information about the activity and the important factor that can motivate Thai tourists visited the community consist of the way of travel is comfortable and worthiness of money on their travel at the weekend and tourists like to visit street art and architecture of the old house in Talad Noi community. Therefore, the community should sort out more activities on site about art and cultural way of life in Thai – Chinese community.

*Keywords:* Motivations, Satisfaction, Tourism Activities, Talad Noi

## **Introduction**

One of trend in tourism industry is to explore an old community, where is an interesting place that suit the tourists, who willing to learn, enjoy the old community and join the activities on day off. Researcher has chosen Talad Noi community; the place is considered as Thai-Chinese oldest community in Bangkok, the community is still got the uniqueness of the old site; local way of life for Chinese community would be the factor that influences the visitors to visit the community and also the management of art activities such as graffiti walls which is an interesting check-point for the visitors and the meaning in each photos of the graffiti wall have shown about Thai and Chinese community. Other companies organize the

special events such as art gallery, drawing about the community. From the reasons above, researcher has consider to study “Motivation and Satisfactions of Thai Tourist toward Tourism Activities Management of Talad Noi Community”

### Literature review

The first paper focused on tourists’ motivations for travelling, the satisfaction of tourist towards the destination and tourism activities management. The basic of motivation is internal powers that stimulate behaviour of human; the most important of motivations is to build “needs”. The motivation of tourist is considered for 2 factors consist of push factor and pull factor on tourist attraction. This concept is matched with the concept of Valentina Della Corte “the motivation reveals that people travel because they are “pushed” into making travel decisions by internal, psychological forces, and “pulled” by the external force of the destination attributes.”

In the satisfaction is considered as a tourist’s post-purchase evaluation of the overall service experience, a satisfaction is the important role in planning tourism products and service we could see the tourist expression on their satisfaction or dissatisfaction after buying products and service. Moreover, satisfaction is a perception of tourist towards the service that and the expectation. Tourism activities plays important role in tourism industry, it is not only visit the destination but tourist also get some opportunity to join the activities for their cultural experience.

### Methodology

Quantitative and Qualitative are the research methodology; the data was collect from 100 of Thai tourist who travel to Talad Noi community. The questionnaire consist of three sections as (1) Demographics, motivations and satisfactions (2) Motivation sections used Pull factor and push factor (3) Satisfaction sections as tourism product, facilities, transportation and information. Researcher collected the data from 6<sup>th</sup>-21<sup>st</sup> April 2019 and used SPSS program to analyse the data.

### Result

The result shown on the tables consists of the motivations of Thai tourist who visited Talad Noi, the satisfaction of Thai tourist toward tourism activities in Talad Noi community and the guidelines for development tourism activities in Talad Noi community.

*Table 1: Push Motivation of Thai Tourist who visited Talad Noi Community*

<b>Push Factors</b>	<b><math>\bar{X}</math></b>	<b>S.D</b>
Mood relaxation and stress relieving.	3.81	0.692
Experiencing new	4.04	0.665
Visiting cultural tourist attraction in Community	3.93	0.832
Pay respect to Buddha image in shrine	3.05	1.431
To learn life style of The old Thai – Chinese community	4.02	0.724
Visiting arts area in community	4.04	0.864

The table shows “Push Motivation” of Thai tourist who visited Talad Noi community. The important factor that influences Thai tourist visited Talad Noi consist of (1) getting new experience and (2) visiting arts area in community which are the highest score at 4.04. The lowest score in push factors is to pay respect the Buddha images at 3.05.

*Table 2: Pull motivation of Thai tourist visiting Talad Noi community*

<b>Pull Factors</b>	<b><math>\bar{X}</math></b>	<b>S.D</b>
Famous of destination	3.98	0.752
Interested of destination	4.10	0.674
Variety of activities	3.05	1.359
Worthiness of money for travel	4.18	0.925
The identity of community	4.14	0.779
Variety of restaurant	3.93	0.832
Comfortable to travel on weekend	3.99	0.870

The table shows the level of “Pull Motivation” of Thai tourist visiting Talad Noi community. The highest level is worthiness of money for travel (4.18), follow by the interesting of destination (4.10), and the identity of community (4.14), the comfortable to travel (3.99), famous of destination (3.98) and variety of activities (3.93).

*Table 3: Satisfaction of Thai tourist toward tourism activities in Talad Noi community*

<b>Factors</b>	<b><math>\bar{X}</math></b>	<b>S.D</b>
<b>Tourism Product</b>		
Famous of destination	4.11	0.650
Interested of destination	3.99	0.745
Variety of activities	3.04	1.286
Worthiness of money for travel	3.99	0.990
The identity of community	3.96	0.790
Variety of restaurant	3.97	0.822
Comfortable to travel	4.02	0.765
<b>Facilities</b>		
Installation of tourism signs	3.54	0.771
Inexpensive restaurant	3.64	0.798
Garbage can	3.60	0.921
Parking area	3.18	1.132
Have suitable toilets	3.28	0.975

<b>Factors</b>	<b><math>\bar{X}</math></b>	<b>S.D</b>
<b>Transportation</b>		
Comfortable to travel by car	3.41	0.944
Comfortable to travel by boat	4.03	0.893
Pier is near destination	4.00	0.932
Distance to travel is suitable	3.58	1.156
Have suitable bicycle rental point	2.91	1.371
<b>Information</b>		
Information online	4.00	1.101
Information offline	3.67	1.064
Information from word	3.74	1.088
Information from website TAT	2.57	1.343

The table of satisfaction shows the level score of Thai tourist satisfaction in each part consist of Tourism product, Facilities, Transportation and Information. The first part tourism product is has very high level and high level. Famous of destination (4.11) follow by comfortable to travel next is interested of destination equal worthiness of money for travel (3.99) follow by the variety of restaurant (3.97) next to the identity of community (3.96) and the lowest is variety of activity.

In facilities part has shown about level of Thai tourist' satisfaction level. The first "Installation of tourism signs" (3.54), "Inexpensive restaurant" (3.64) and "garbage can" (3.60). "The parking area factors" and "toilets" (3.18) is medium level.

In the part of transportation the "comfortable to travel by boat factor" (4.03) and "Pier is near destination" (4.00) but "have suitable bicycle rental point" (2.91) is lowest level.

In part of information, most of factors have shown the source to get tourism information from online more than other factors. "Information online" (4.00), follow by "Information from word" (3.74), "Information offline" (3.67) and "Information from website TAT" (2.57) is lowest level.

### **Conclusion**

The study has found that the most gender of Thai tourist who visited Talad Noi Community is female in percentage of 67 from 100 persons and average of ages during 20-30 years old like to visit Talad Noi community. So Heng Tai is the most popular attraction for tourist with the percentage of 28, from the conclusion of activities and Thai tourists are not interested in cycling trip with the percentage of 8, the tourist stopped by while riding a bicycle but it not popular activities. The factors that influence tourist to visit Talad Noi community in the part of push factor is to get new experience, visited arts area and visited cultural sites. The high score of pull factor is the worthiness of money for travel. The satisfaction in tourism product goes through the well known of destination while the variety of activities is lowest attractiveness on the tourism product. Besides, riding bicycle to visit Talad Noi Community is not popular for Thai tourist but they prefer to take a walk to visit the old community, take a photo on street art and spent time at So Heng Tai; old Chinese house is renovated by the owner as tourist attraction and cafe.

## **Discussion and Recommendation**

The study revealed that the most motivation that influences the tourist to travel is the purpose of relaxation and visit new place for new experience. The motivation factor that influences the tourist to choose the destination consist of the worthiness of money for travel and suitable time for travel in weekend. In the part of satisfaction, the tourist satisfied in tourism product about the uniqueness of the place rather than the activities at the travel site. Refer to walking trip in weekend and ride a bicycle are the most popular activities for the tourist as well as taking a photo in street art area and old house. Therefore, special events or more activities that related to Thai-Chinese arts as well as the local way of living that would be a good suggestion for the tourist who would love to know about story of the community and turn to visit Talad Noi community in the future.

## **Acknowledgement**

The researcher would like to give thanks to Miss Siripen Yiamjanya, the lecturer of the course “ITM 3305 Tourism and Seminar in Tourism” for her suggestion and continuous support throughout the course of this research. I would like to give thanks to Miss Yanika Chuentako, the advisor for this research.

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