

CHAPTER TWO

REVIEW OF LITERATURE

This chapter reviews the literature in related theories, concepts, and previous literature. The summary of the four main parts is the following:

- 2.1 The dimensions of tourism
- 2.2 The definition of tourist
- 2.3 The definition of travel
- 2.4 Forms of tourism
- 2.5 People's attitude
- 2.6 Four Ps concepts: Marketing mix for tourism services
- 2.7 Relevant research

2.1 THE DIMENSIONS OF TOURISM

Mill (1990) stated that there are four major dimensions of tourism, that is, attraction, facilities, transportation, and hospitality.

2.1.1 Attraction

Attraction is one of the key factors that brings tourists to the destination. Attraction can be based on natural resources, culture, ethnicity, or entertainment.

2.1.2 Facilities

Facilities can impress tourists if they are in good condition. The major facilities are lodging places, restaurants, support services, and infrastructure.

2.1.3 Transportation

The fundamental theory of tourism is that people want to travel to

other places that are different from the ones they are accustomed to. Those different places are located in different areas; therefore, transportation will move people to their wanted destination.

2.1.4 Hospitality

The hospitality of a place especially from the local people is the general feeling of welcome that tourists receive while visiting the area.

According to the theory of Mill (1990) about the dimensions of tourism, culture is an important reason that people travel because people can use such opportunities to gain more knowledge in terms of history, religions, arts and tradition and even the way people live. According to this theory, there is no wonder why foreign tourists from around the world who are interested in culture/heritage sites always come to visit Ayutthaya province because they can have the opportunity to know more about Thai prosperous background in the past.

2.2 THE DEFINITION OF TOURIST

The word *tourist* (Coltman, 1989, p.17) derives from the word *tour*, or a circular trip that starts at a specific place and eventually returns there following a particular itinerary. When most of us think of a tourist, we think of a person on vacation to visit a distant location, to see the sights, to visit friends and relatives, and to do little else but relax or possibly participate in leisure activities such as sunbathing or sports. Many people consider tourists as only those people who are traveling for vacation reasons. But there are many other types of tourists, such as business people, convention delegates, and other travelers. As Gee, Choy, and Makens (1984) state:

The criteria selected to distinguish one kind of traveler from another are often dependent on the particular situation and focus of interest of the researcher. The variations in definitions of tourism emphasize the difficulty in comparing data on tourism. (p.11)

The recreation cycle begins with man and his needs (Krippendorf, 1999, p.78) with everyday people who become tourists and then return to their everyday existence. Indeed, these needs are the driving force of all human activity. Psychology teaches us that everybody is caught in numerous fields of tension formed by conflicting needs, for example:

Work – rest
 Being awake – sleeping
 Exertion – relaxation
 Income – expenditure
 Job – family
 Freedom – dependence
 Risk – security

The possibility of leaving, going on a trip, is obviously very important. Everyday life is bearable in the long run only if there is a chance to get away; otherwise people lose their balance and fall ill. Free time, and above all, travel are there to add some color to this bare landscape. They are the vehicle for man's restoration – his re-creation; they heal body and soul and bring vitality and new meaning to life.

2.3 THE DEFINITION OF TRAVEL

Many theories provide the definition of travel in different terms as follows:

1) Travel is recuperation and regeneration. It restores bodily and mental strength used up in everyday life, at work , school and in the family. It is a recharging of batteries; lubrication and oiling of the engine; minor maintenance on weekends, main servicing during the holidays. Taking a rest from everyday life in order that everything may run smoothly again and that productivity may remain high.

2) Travel is compensation and social integration. It compensates us for what we miss in everyday life. After the trip they return willingly to the stable and familiar situation of everyday life. It provides a way of channeling the disappointments over the impossibility of achieving one's aspirations into socially acceptable pursuits.

3) Travel is escape. The main motive for traveling is the wish to escape. Because the everyday situation is unsatisfactory, people try to avoid it, at least temporarily, by traveling. The fear of inner emptiness and boredom, the thought that the holiday could be as lonely as solitary confinement or as boring as the assembly line, leads to an obsessive search for new experiences.

4) Travel is freedom and self-determination. Travel liberates people from obligation. They can finally do what they want and what they think is right. Travel is double free time: it frees people from work and from home.

5) Travel is self-realization. Holidays provide an opportunity to confront the Self, to test one's soul, to come to terms with oneself, to measure oneself against others and discover one's own abilities.

6) Travel is happiness. The probability of experiencing this state of happiness is supposed to be much greater during the holidays than in everyday life. Holiday expectations consist of images of happiness – the journey away from routine as a kind of second life, the arteries of which have been pumped full of our wishes and hopes.

2.4 FORMS OF TOURISM

Different forms of tourism can be defined in terms of the kinds of leisured mobility undertaken by the tourist, and may be identified as five types (Valene L. Smith, 1989):

Ethnic tourism is marketed to the public in terms of the “quaint” customs of indigenous and often exotic peoples, exemplified by the case studies. On the Eskimo, the San Blas Indians of Panama, and the Toraja in Indonesia.

Cultural tourism includes the “picturesque” or “local color,” a vestige of a vanishing life-style that lies within human memory with its “old style” houses. Destination activities include meals in rustic inns, folklore performances, costumed wine festivals, etc.

Historical tourism is the Museum-Cathedral circuit that stresses the glories of the Past. Favored destination activities include guided tours of monuments and ruins, and especially light and sound performances that encapsulate into a brief drama the life-style and key events that textbooks record. Historical tourism tends to attract many education-oriented visitors, and tourism is facilitated because the targets are either in or readily accessible to large cities.

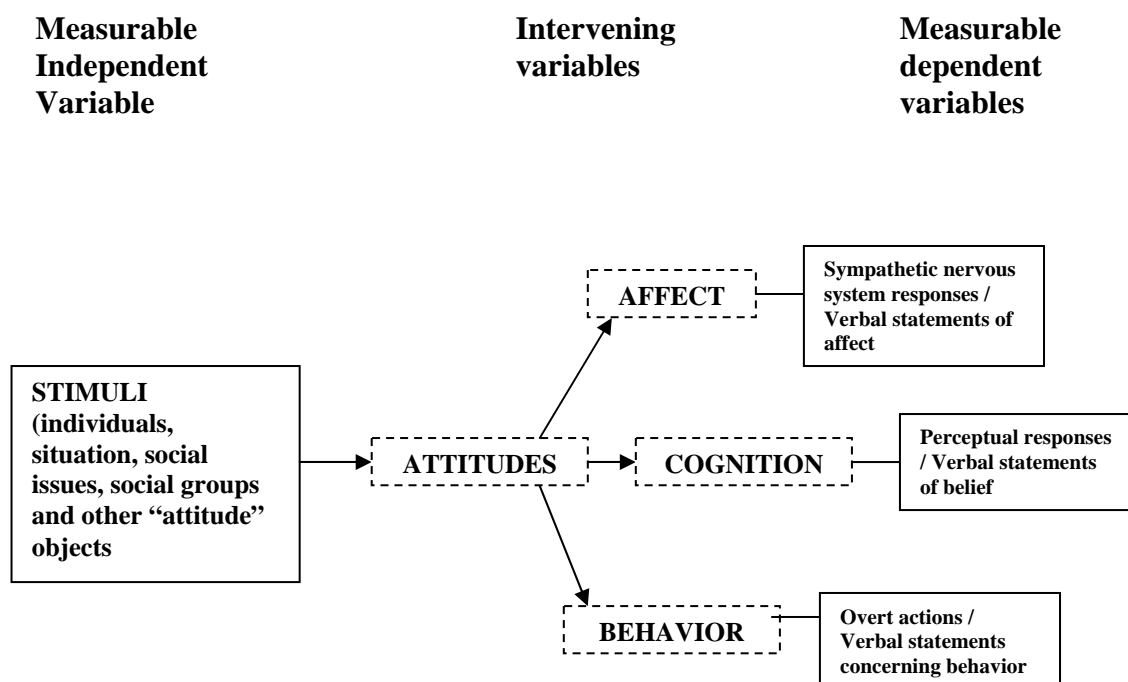
Environmental tourism is often ancillary to ethnic tourism, attracting a tourist elite to remote areas such as Antarctica to experience a truly alien scene. Popular destination activities include tours of local industries such as tea farms and processing plants in Japan or Ceylon, or salmon canneries in Alaska.

Recreational tourism is for those whose destination activities center upon participation in sports, curative spas, or sunbathing, as well as good food and convivial entertainment.

For traveling in Ayutthaya, it tends to be historical and cultural tourism as Ayutthaya has lots of ancient remains. The number of international tourists coming to Ayutthaya has been increased 12.43 percent. This is because of continuous supporting activities all the year in the province such as paying homage at nine temples, visiting the ancient sites by locomotive train, cruising along the river, etc. Ayutthaya uses its own fame as a world heritage site for a touring strategy which attracts both Thai and international tourists. Moreover, there are OTOP products, for example, handmade fan made from strips of bamboo, knives, etc.

2.5 PEOPLE'S ATTITUDE

In this research, attitude is involved for the international tourists to decide what reasons make them travel in Ayutthaya. Their attitude can be stable or changed according to each situation. The definition of attitude can be varied. The common element that run through most definitions is “a mental and neural state of readiness, organized through experience, exerting a directive or dynamic influence upon the individual's response to all objects and situations with which it is related (Allport, 1935, p.135).



Why do people have attitudes? The reason is because attitudes (a) help them understand the world around them, by organizing and simplifying a very complex input from their environment, (b) protect their self-esteem, by making it possible for them to avoid unpleasant truths about themselves, (c) help them adjust in a complex world, by making it more likely that they will react so as to maximize their rewards from the environment; and (d) allow them to express their fundamental values.

Some writers have argued that attitudes may express some aspects of an individual's personality. Smith, Bruner, and White (1956), for instance, speak of persons with a history of meager energy and a low fatigue threshold. These persons may display a lack of interest in the affairs of the world which may be reflected in indifference attitudes toward most attitude objects relevant to international affairs.

Our attitudes also help us to adjust to our environment by making it easier to get along with people who have similar attitudes. The people who really count, in our social environment, tend to have attitudes that are similar to ours, and often we bring our attitudes in line with the ones held by these important people.

2.6 FOUR Ps CONCEPTS: MARKETING MIX FOR TOURISM SERVICES

Ayutthaya province has become one of the most important attractions of Thailand in terms of cultural and heritage tourism. To bring more numbers of tourists to Ayutthaya province, it is significant for the involved groups to understand the tourism marketing strategy. According to Kotler (1984), there are 4 concepts of tourism marketing strategy – *product, price, place, promotion*. This concept is called the Four Ps concepts.

In terms of cultural tourism, the tables below will help to explain the ways the Four Ps concepts apply to a successful marketing tactic.

Four Ps concepts	Things that should be considered
1st P = Product - Design and characteristic of packaging - Service	- Building size/ design/ facilities/ types of collection - Appropriate amount of the staff/ uniform/ positive attitudes of the staff/ a sense of customer responsiveness
2nd P = Price - Normal or regular price - Promotion price (for each product offered)	- Adult rate, senior citizen rate - Group or party rates, children rate
3rd P = Place - Channels of distribution including reservation system, third party retailers and websites	- Tourist information office
4th P = Promotion - Sales promotion - Public relations - Brochure - Advertising	- Sales promotion - Public relation - Brochure - Advertising (television/ radio/ journals or websites)

According to the theory above, to be successful at tourism in Ayutthaya province, it is very necessary to consider these four Ps concepts.

For the first P, the following are the main local products of Ayutthaya province.

Palm Leaf Fish Mobile Weavers of the palm leaf fish mobile, and other palm leaf products, in this province are Thai Muslims. The skills have been inherited for over 100 years. It is assumed that Thai Muslim spice traders who sailed their houseboats along the Chao Phraya River in the olden days were the first to have woven fish mobiles from palm leaf, out of inspiration from their affectionate bond with water and their surroundings, referring to a Thai barb with which they were familiar and using leaves from various species of palm grown locally. Originally, each woven fish mobile was not as colourful nor numerously composed as in the present, using only a mixture of natural pigment and varnish for the final touch. The fish mobile, mostly in red, is usually hung above a baby's cradle so that Thai children are familiar with it since their babyhood.

Bamboo Fan Bamboo fan weaving in Amphoe Ban Phraek, Phra Nakhon Si Ayutthaya, has been inherited from the olden days. Formerly, the fans were woven with a quite simple technique into a rough design. The border was usually trimmed and sewn by hand with plain white cloth. Later, its form changed to imitate that of a Bodhi leaf or a heart shape. The border is trimmed with gold cloth while the weaving techniques and designs have become more complicated.

Palm Leaf Hat A handicraft that has been inherited since ancient times. Weaving a palm leaf hat requires no less craftsmanship than any other kinds of basketwork. The weavers have to be skilled and patient as the crafts will have to undergo a number of weaving steps. The palm leaf hat is now an OTOP product of Tambon Bang Nang Ra, Amphoe Bang Pahan, Phra Nakhon Si Ayutthaya. It has gained popularity among Thais and foreigners and is available in various provinces around the country.

Roti Sai Mai A snack composing of candyfloss (Sai Mai) wrapped with flat bread (Roti) was thought up by Thai Muslim vendors.

The following are the activities that tourists can enjoy when staying in Ayutthaya.

Homestay Many visitors to Ayutthaya experience traditional Thai lifestyle, Thai-style dwellings, canal-side scenery and the peaceful atmosphere by way of ‘homestay’. Two popular places for this kind of accommodation is at **Khlong Rang Chorakhe** which is home to a 400-year-old image of Luangpho To at Wat Rang Chorakhe and **Bang Sai** which is a community on the Noi River in Amphoe Bang Sai.

Elephant Back Activities This activity is found at Ayutthaya Elephant Camp.

Boat Trips Boat trips long the Chao Phraya River are a popular activity to enjoy the scenery and traditional life-styles. At Nawa Nakhorn there are nicely decorated old-fashioned boats.

Bicycling There are various bicycling routes in Phra Nakhon Si Ayutthaya.

Dinner Cruise There are several restaurants which provide this service.

Spa Spa service is available at some of the top resorts and hotels.

The second P is price. There are various prices of accommodations and food in Ayutthaya depending on tourists’ decisions. Following is the price list of accommodation provided in Ayutthaya.

Accommodation	Price (THB)
River View Place Hotel	1,200-2,500
Ayothaya Riverside Hotel	1,040-2,500
Baan Ayutthaya Bed and Breakfast	1,200-1,500
Krung Sri River Hotel	1,521

Woraburi Ayothaya Convention Resort	1,404
U-Thong Inn Hotel	1,080
Ayutthaya Grand Hotel	1,053
The Lima Place Hotel	370-700
Tony Place	200-700
Baan Khun Phra	400-600
Jitwilai Place	450-500
Thaitai Bungalow	200-500
P.U. Guesthouse	180-500
Sunrise Place	350-450
Toto Guesthouse	120-500
Thongchai Guesthouse	200-400
The Old Palace Guesthouse	400
Old B.J. Guesthouse	160-350

The third P is place. Apart from product and price, place is considered as one of the important factors that have a direct impact on the tourists' satisfaction with the facilities and services.

To suggest solutions for the problems that visitor attractions sometimes are too crowded and that tourists always travel in the downtown of Ayutthaya rather than other districts of Ayutthaya, the involved groups should give information about general details of Ayutthaya and scope down what is the highlight of the visitor attractions for each district. Following are places that should be suggested to visit first to pave the background of Ayutthaya for the tourists.

Ayutthaya Tourism Centre (ATC): The centre is established by the Fine Arts Department and developed to be a tourist information centre by the Tourism

Authority of Thailand (TAT) with high reliefs of 6 great kings and queens from the Ayutthaya Kingdom on the facade of the building remaining in their original positions. The center is home to TAT information center, an exhibition on Phra Nakhon Si Ayutthaya's tourism and a contemporary art gallery.

Ayutthaya Historical Study Centre is a national research institute devoted to the study of Ayutthaya, especially during the period when Ayutthaya was the capital of Siam. The Centre is responsible for the museum of the history of Ayutthaya, which exhibits reconstructions from the past. The Centre also supports an information service and a library containing historical materials about Ayutthaya.

Chao Sam Phraya National Museum The construction of this museum was funded by the proceeds from the sale of votive tablets discovered in the underground crypts of the principal Prang tower of Wat Ratchaburana. Since the temple was built by King Borommachathirat II (Chao Sam Phraya), the museum was named after him. The opening ceremony of this museum was held in 1961 and was presided over by Their Majesties the King and the Queen. It was the first museum in the country to present a new form of exhibition, displaying artifacts unearthed from the archaeological excavations as well as restoration of ancient monuments.

Wat Phra Si Sanphet This important and most impressive monastery is located in the Grand Palace compound like Wat Phra Si Rattanasatsadaram (Wat Phra Kao) of Bangkok. Used as a residential palace, it became a monastery in the reign of King Ramathibodi I. When King Borom Trai Lokanat commanded new living quarters built, this residential palace was given to be a temple area, thus originating Wat Phra Si Sanphet: The royal chapel does not have any monks and novice inhabitants.

Grand Palace Currently called "Ancient Palace". The residential palace of every king was located close to the city wall of Ayutthaya. Important buildings inside the Grand Palace compound are Wihan Somdet Hall, Sanphet Prasat Hall,

Suriyat Amarin Hall, Suriyat Amarin Hall, Chakkrawat Phaichayon Hall, Trimuk Hall and Banyong Rattanat Hall.

Wat Chaiwatthanaram is another monastery; King Prasat Thong commanded it built. The great beauty has been reflected from the main stupa and its satellite stupas along the gallery, an architecture influenced by Khmer.

Wat Yai Chaimongkhon or Wat Chao Phraya Thai This monastery constructed in the reign of King U-Thong. King Naresuan the Great commanded that the pagoda be built to celebrate the victory of his single-handed combat on elephant back. He also intended a huge construction to match the large pagoda of Wat Phukhao Thong, and named it “Phra Chedi Chaiyamongkhon”.

Bang Sai Arts and Crafts Centre Farmers from Ayutthaya as well as from other provinces undergo training in folk arts and crafts here. At this centre, visitors have a glimpse of how farmers in the four regions live and work and how their products of arts and crafts are produced. **Bang Pa-In Palace.** Originally, Bang Pa-In was a riverine island. When King Prasat Thong became the Ayutthaya king (1630-1655), he had the Chumphon Nikayaram Temple built on his family estate. The palace surrounded by a lake 400 metres long and 40 metres wide. Bang Pa-In was used as a country residence by every Ayutthaya monarch after King Prasat Thong.

The fourth P is promotion. In this case, most of the promotion in Ayutthaya will be the events and festivals in each month as follows.

Songkran Festival April 13 - Held annually on 13 April in front of Wihan Phra Mongkhon Bophit, Amphoe Phra Nakhon Si Ayutthaya, it features a traditional procession, Thoet Thoeng drums procession, Song Nam Phra ceremony of the miniature of Phra Mongkhon Bophit image, and Nang Songkran beauty contest.

Wai Khru Bucha Tao Ceremony Around April – May - A *wai khru* ceremony held by blacksmiths and knife-makers of Aranyik knives at Ban Ton Pho, Ban Phai Nong and Ban Salai, Tambon Tha Chang, Amphoe Nakhon Luang to pay salute to their masters and forge spirits.

The ceremony is usually held on an early Thursday morning which may be the 7th, 9th, etc. day of the waxing moon of the 5th lunar month (around April – May) in order to express gratitude to their masters, sweep away possible accidents during their work as well as for their own auspiciousness and prosperity. After chanting for a congregation of angels and saluting the Triple Gem, the master of the ceremony will chant for a congregation of gods which include Siva, Vishnu, Brahma, Vishnukarma, Matuli, Vaya, Gangga, 8 ascetics, etc. as well as Thai, Lao, Mon, and Chinese masters who have imparted them with the ironwork skills, for them to receive their offerings and bless all participants. All tools and equipment will be gilded and lustral water made to sprinkle on the tools and participants.

Bang Sai Loi Krathong and Traditional Long Boat Races November - It is an annual festival held toward the end of November at the Bang Sai Arts and Crafts Centre, Amphoe Bang Sai. Activities include Nang Nopphamat beauty contest, contests of processions, Krathongs, and hanging lanterns, folk entertainment, traditional and international long boat races, and sales of the Centre's products.

Ayutthaya World Heritage Fair December - To commemorate the occasion of the Ayutthaya Historical Park being declared a World Heritage Site by UNESCO on 13 December, 1991, a celebration is held annually for 1 week during the same period of the year. The Fair features local ways of life, handicrafts, Thai traditions and culture as well as the light and sound presentation on the history of the Kingdom of Ayutthaya.

Ayutthaya Maha Mongkhon Buddhist Lent Festival - Phra Nakhon Si Ayutthaya Provincial Administration in collaboration with the Tourism Business

Association and TAT Central Region Office: Region 6, organize the Ayutthaya Maha Mongkhon programme for participants to visit 9 temples in the province during the Buddhist Lent Festival.

2.7 RELEVANT RESEARCH

Aorapin Boonyam (อรพินธ์ บุญเยี่ยม, 2544, Abstract, น.2) studied the opinions of the tourists on visiting Wat Phra Sri Sanphet. The research found that:

1) The reason to visit was because they were interested in its background history. They came to the temple by their own car for the first time. They knew of the temple from their friends' word of mouth. Moreover, they were impressed by the archeological history and the architectural attraction.

2) The tourists strongly agreed that the temple was one of the important ancient remains. The entrance fee was reasonable for both foreign and local tourists. The staff including the security guards were very friendly. They were ready and willing to wholeheartedly welcome and serve the tourists.

Kanok Yenkhoonthod and Pornphit Laopanichpitak (กนก เย็นขุนทด และ พรพิศ เหล่าพานิชย์พิทักษ์, 2547, Abstract, น.3) studied the behavior of the tourists who visited Chiang Mai province. The research found that Thai tourists repeatedly visited the province while foreign tourists visited the province only once. The popular native food that Thai tourists like to eat is the fried pork rind whereas the foreign tourists like to eat the northern curry (Kang Hung-le). As for souvenirs, Thai tourists like to buy eatable things such as fruits or snacks while foreign tourists like to buy clothing.

Kanlayakorn Supathratan (กัลยากร สุภธราธาร, 2548, Abstract, น.2) studied behavior of Chinese tourists in Thailand. The first part of her study was the analysis of Chinese tourists regarding expenses. The study found that expenditure on food had a relationship with marital status, expenditure on entertainment had a relationship with

the age and domicile, expenditure on the souvenirs had a relationship with domicile, marital status, and the number of family members. The second part of the study was the anticipation of factors determining the demand of Chinese tourists in Thailand between 1983-2003. The study found that the demand was in accordance with the hypothesis.

Sumalee Sukkhet (สุมาลี สุขเขตต์, 2549, Abstract, น.2) studied about the tourists' demands for conservative resorts. The study found that:

1) The tourists came to Ayutthaya for the purpose of relaxation. They spent only one day and used their own cars. They received tourism information from published brochures. They needed only the fairly good resorts at a rate of 501 Baht or less with breakfast included.

2) Most of the tourists needed to stay in conservative resorts at medium level. The factors to be considered were the service, the price, the location and the marketing promotion.

3) The tourists' different gender, educational background, marital status, and salary were not the key factors that influenced their decision in choosing the resorts. But the tourists' different age and career were the key factors that influenced the decision on choosing the resorts.