

CHAPTER FOUR

RESULTS

This chapter presents the findings of the study. The data analysis was conducted using descriptive statistics and tables of percentage. The results contained two parts as follows:

Part 1: Personal information of the respondents

Part 2: Opinion of foreign tourists on traveling in Ayutthaya

4.1 PERSONAL DATA OF THE RESPONDENTS

In part of the questionnaire, there were 9 questions asking about the respondents' personal data. The 150 respondents were interviewed at a specific place in Ayutthaya province.

Table 1. Gender of the Respondents

Gender	Frequency	Percentage
Male	72	48.0
Female	78	52.0
Total	150	100

From the table 1, it is found that most of the respondents were female, the percentage of which is 52, while 72 people out of 150 were male which is 48%.

Table 2. Age of the Respondents

Age	Frequency	Percentage
Under 15 years old	0	0
Between 15-24 years old	35	23.4
Between 25-34 years old	42	28.0
Between 35-44 years old	26	17.3

Between 45-54 years old	28	18.7
Between 55-64 years old	14	9.3
More than 65 years old	5	3.3
Total	150	100

Table 2 indicates that the majority of the respondents were between 25-34 years old at 28%, followed by 15-24 years old at 23.4%, 45-54 years old at 18.7%, 35-44 years old at 17.3%, 55-64 years old at 9.3%, while more than 65 years old is at 3.3%.

Table 3. Educational Background of the Respondents

Educational Background	Frequency	Percentage
Primary School	1	0.6
High School	29	19.3
Vocational School	13	8.7
Diploma	36	24.0
Bachelor's degree	52	34.7
Higher	9	6.0
Other	10	6.7
Total	150	100

Table 3 indicates that the majority of the respondents' educational background was Bachelor's degree at 34.7%, followed by diploma at 24% and high school at 19.3%. The rest of the respondents' level of education was vocational school at 8.7%, higher than Bachelor's degree at 6%, and primary school at only 0.6%.

Table 4. Marital Status

Marital Status	Frequency	Percentage
Single	82	54.7
Married	62	41.3

Divorced	6	4.0
Total	150	100

Table 4 indicates that most of the foreign tourists were single at 54.7% while 41.3% and 4% were married and divorced respectively.

Table 5. Occupation

Occupation	Frequency	Percentage
Employed	50	33.3
Self-Employed	16	10.7
Government	15	10.0
Administration	4	2.7
Manager	11	7.3
Clerical Office	2	1.3
Salesperson	1	0.7
Commercial	2	1.3
Personnel	4	2.7
Agricultural	1	0.7
Student	24	16.0
Labor	8	5.3
Housewife	4	2.7
Retired	2	1.3
Other	6	4.0
Total	150	100

Table 5 indicates that the majority at 33.3% of the respondents were employed, followed by 16% which were student.

Table 6. Average Income/Month (from every source)

Monthly Salary	Frequency	Percentage
Less than 1,000 US\$	50	33.3
1,000 - 1,500 US\$	65	43.3
1,600-2,000 US\$	31	20.7
More than 2,000 US\$	4	2.7
Total	150	100

Table 6 indicates the majority of the tourists at 43.3% earned salaries in the range of US\$ 1,000-1,500. The rest earned less than 1,000 US\$, 1,600-2,000 US\$, and more than 2,000 US\$ at 33.3%, 20.7%, and 2.7% respectively.

Table 7. Frequency of Travelling to Ayutthaya

Time	Frequency	Percentage
1 st time	120	80.0
2 nd time	23	15.3
3 rd time	4	2.7
4 th time	3	2.0
Total	150	100

Table 7 indicates that most of the respondents which is at 80% were travelling to Ayutthaya province for the first time.

Table 8. People the Tourists Come With

Who	Frequency	Percentage
Friend	63	42.0
Family	66	44.0
Alone	21	14.0
Total	150	100

Table 8 indicates that family is the group that the most respondents came with. The percentage is 44%. While coming with friends and coming alone were at 42% and 14% respectively.

Table 9. Length of Stay

Duration	Frequency	Percentage
1-4 days	116	77.4
5-9 days	26	17.3
10 days or more	8	5.3
Total	150	100

Table 9 indicates the duration of the tourists' stay was for 1-4 days at 77.4%, followed by 5-9 days at 17.3% and 10 days or more at 5.3%.

Table 10. Purpose of Foreign Tourists Traveling in Ayutthaya Province

Purposes	Frequency	Percentage
Travel/Recreation	102	68.0
Business	19	12.6
Honeymoon/Wedding	6	4.0
Shopping	6	4.0
Visit relative/ friends	3	2.0
Meditation	3	2.0
Work	7	4.7
Incentive Travel	4	2.7
Total	150	100

Table 10 indicates that the highest percentage of respondents (68%) travelled for recreation, followed by 12.6% who came for business.

Table 11. Ayutthaya's Attractions That Fascinate Foreign Tourists

Attractions	Frequency	Percentage
Historical buildings	90	60.0
Experience of traditional culture	33	22.0
Experience of traditional crafts	16	10.7
Local foods	7	4.6
Festivals	3	2.0
Other	1	0.7
Total	150	100

Table 11 indicates that what fascinates foreign tourists most is the historical buildings at the percentage of 60. This is followed by the experience of traditional culture and the experience of traditional crafts at 22% and 10.7% respectively. The rest is local food at 4.6%, festivals at 2% and other at 0.7%.

Table 12. Factors to be Considered Before Traveling Ayutthaya

Factors	Frequency	Percentage
Transport convenience	65	43.3
Money	13	8.7
Cleanliness	29	19.4
Attractiveness of the place	30	20.0
Family's preference	11	7.3
Other	2	1.3
Total	150	100

Table 12 indicates that most of the respondents considered the transport convenience before traveling to Ayutthaya. The percentage is at 43.4. Followed by

the attractiveness of the place at 20%, the cleanliness at 19.4%, money at 8.7%, the family's preference at 7.3% and other at 1.3%.

4.2 OPINIONS OF FOREIGN TOURISTS ON TRAVELLING IN AYUTTHAYA

Table 13. Opinions of Foreign Tourists on Traveling in Ayutthaya

Statement	1. Strongly agree	2. Agree	3. Uncertain	4. Disagree	5. Strongly disagree
	Frequency (Percentage)				
1. Transportation to Ayutthaya is convenient.	43(28.7)	69(46.0)	22(14.7)	12(8.0)	4(2.7)
2. I like the local people in Ayutthaya.	52(34.7)	54(36.0)	36(24.0)	6(4.0)	2(1.3)
3. I think the local people are hospitable.	37(24.7)	78(52.0)	26(17.3)	6(4.0)	3(2.0)
4. Price of accommodations in Ayutthaya is reasonable.	48(32.0)	65(43.3)	27(18.0)	8(5.3)	2(1.3)
5. You feel safe when staying in Ayutthaya.	61(40.7)	57(38.0)	25(16.7)	6(4.0)	1(0.7)
6. Ayutthaya is a clean city.	36(24.0)	84(56.0)	24(16.0)	5(3.3)	1(0.7)
7. It is too crowded for sightseeing	30(20.0)	79(52.7)	22(14.7)	14(9.3)	5(3.3)
8. Pleasant weather for sightseeing.	35(23.3)	71(47.3)	33(22.0)	10(6.7)	1(0.7)
9. Easy to get around the city.	48(32.0)	66(44.0)	21(14.0)	14(9.3)	1(0.7)
10. Plenty of good restaurants available.	40(26.7)	81(54.0)	20(13.3)	6(4.0)	3(2.0)

(Table continues)

Table 13. (continued)

11. Good value for money.	52(34.7)	65(43.3)	28(18.7)	4(2.7)	1(0.7)
12. A good variety of visitor attractions.	53(35.3)	55(36.7)	34(22.7)	5(3.3)	3(2.0)
13. It has a rich cultural life.	42(28.0)	78(52.0)	24(16.0)	6(4.0)	-
14. Ayutthaya is the best place to purchase package tours.	50(33.3)	59(39.3)	30(20.0)	9(6.0)	2(1.3)
15. I think riding an elephant around the city is safe and fun.	41(27.3)	64(42.7)	32(21.3)	9(6.0)	4(2.7)
16. I think cruising in the ferry along the river in the evening is fantastic.	36(24.0)	64(42.7)	44(29.0)	6(4.0)	-
17. I like traveling in Ayutthaya in the daytime.	49(32.7)	67(44.73)	22(14.7)	10(6.7)	2(1.3)
18. I like traveling in Ayutthaya in the nighttime.	37(24.7)	56(37.3)	47(32.7)	7(4.7)	1(0.7)
19. I like riding a bicycle around Ayutthaya rather than other methods of transport.	36(24.0)	73(48.7)	32(21.3)	7(4.7)	2(1.3)
20. I like walking along the historical sites around Ayutthaya rather than taking any transportation.	47(32.7)	57(38.0)	32(21.3)	11(7.3)	3(2.0)
21. I like taking tuk-tuk (tri-motorcycle) around Ayutthaya.	29(19.3)	78(52.0)	30(20.0)	11(7.3)	2(1.3)

(Table continues)

Table 13. (continued)

22. Most tuk-tuk chauffeurs are nice and helpful.	38(25.3)	70(46.7)	32(21.3)	7(4.7)	3(2.0)
23. I always bring a guide book every time I travel in Ayutthaya.	43(28.7)	72(48.0)	18(12.0)	15(10.0)	2(1.3)
24. I love tasting new Thai food.	53(35.3)	58(38.7)	31(20.7)	6(4.0)	2(1.3)
25. I like traveling in downtown Ayutthaya rather than other districts of Ayutthaya.	22(14.7)	67(50.7)	42(28.0)	8(5.3)	2(1.3)
26. I think I face some cultural shock while traveling in Ayutthaya.	56(37.3)	46(30.7)	32(21.3)	9(6.0)	7(4.7)
27. I like the accommodation available in Ayutthaya.	34(22.7)	81(54.0)	24(16.0)	8(5.3)	3(2.0)
28. I will visit Ayutthaya again in the future.	58(38.7)	57(38.0)	27(18.0)	6(4.0)	2(1.3)
29. I will recommend Ayutthaya to my friends.	47(31.3)	68(45.3)	30(20.0)	4(2.7)	1(0.7)

Table 13 indicates the respondents' satisfaction with their travel in Ayutthaya. The result is detailed below.

For Item 1, 46% of the respondents agreed that transportation to Ayutthaya is convenient, 28.7% strongly agreed, 14.7% were uncertain, 8% disagreed while 2.7% strongly disagreed with the convenience of the transportation to Ayutthaya.

For Item 2, 36% and 34.7% of the respondents agreed and strongly agreed respectively that they like the local people in Ayutthaya while 24% were uncertain, 4% disagreed and 1.3% strongly disagreed.

For Item 3, 52% of the respondents agreed and 24.7% strongly agreed that local people are hospitable. On the other hand, 17.3% were uncertain about the hospitality of the local people, 4% disagreed and 2% strongly disagreed.

For Item 4, 43.3% agreed that the price of the accommodations in Ayutthaya was reasonable. 32% of the respondents strongly agreed about the reasonable price of accommodation while 18% were uncertain, 5.3% disagreed and 1.3 strongly disagreed.

For Item 5, 40.7% which is the majority of the respondents strongly agreed they feel safe when staying in Ayutthaya whereas 38% agreed, 16.7% were uncertain, 4% disagreed and 0.7% strongly disagreed.

For Item 6, more than half of the respondents, which is 56%, agreed that Ayutthaya is a clean city and 24% strongly agreed. On the contrary, there were 16.7% who were uncertain, 4% disagreed and 0.7% strongly disagreed about it.

For Item 7, there were 52.7% who agreed that sightseeing in Ayutthaya was too crowded, while 20% strongly agreed, 14.7% were uncertain, 9.3% disagreed and 3.3% strongly disagreed.

For Item 8, 47.3% agreed that sightseeing in Ayutthaya has pleasant weather. Meanwhile, there were 23.3% who strongly agreed, 22% were uncertain, 6.7% disagreed and 0.7% strongly disagreed about the pleasant weather.

For Item 9, 44% of the respondents agreed that it is easy to get around the city while 32% strongly agreed, 14% were uncertain, 9.3% disagreed and 0.7% strongly disagreed.

For Item 10, 54% of the respondents agreed that there are plenty of good restaurants available in Ayutthaya whereas 26.7% strongly agreed, 13.3% were uncertain, 4% disagreed and 2% strongly disagreed.

For Item 11, there were 43.3% who agreed that it is worth the expense to come to Ayutthaya and 34.7% strongly agreed. In contrast, there were 18.7% who were uncertain, 2.7% disagreed and 0.7% strongly disagreed.

For Item 12, 36.7% and 35.3% of the respondents agreed and strongly agreed that there is a good variety of visitor attractions while 22.7% were uncertain, 3.3% disagreed and 2% strongly disagreed

For Item 13, 52% agreed that Ayutthaya has a rich cultural life whereas 28% strongly agreed, 16% were uncertain and 4% disagreed.

For Item 14, 39.3% and 33.3% of the respondents agreed and strongly agreed that Ayutthaya is the best place to purchase package tours. On the contrary, 20% were uncertain, 6% disagreed and 1.3% strongly disagreed.

For Item 15, 42.7% agreed that riding an elephant around the city is safe and fun. 27.3% of the respondents strongly agreed, 21.3% were uncertain, 6% disagreed and 2.7% strongly disagreed.

For Item 16, most of the respondents which is 42.7% agreed that cruising in the ferry along the river in the evening is fantastic while 29% were uncertain, 24% strongly agreed, and 4% strongly disagreed.

For Item 17, 44.73% of the respondents agreed that they like travelling in Ayutthaya in the daytime. 32.7% strongly agreed, 14.7% were uncertain, 6.7% disagreed and 1.3% strongly disagreed.

For Item 18, there were 37.3% who agreed that they like travelling in Ayutthaya in the nighttime, but 32.7% were uncertain. Also, there were 24.7% who strongly agreed, 4.7% who disagreed and 0.7% who strongly disagreed.

For Item 19, most of the respondents, 48.7% agreed that they like riding a bicycle around Ayutthaya rather than other methods. Whereas 24% strongly agreed, 21.3% were uncertain, 4.7% disagreed, 1.3% strongly agreed.”

For Item 20, 38% and 32.7% agreed and strongly agreed that they like walking around the historical sites around Ayutthaya rather than taking any other transportation while 21.3% were uncertain, 7.3% disagreed and 2% strongly disagreed.

For Item 21, 52% agreed that they like taking a tuk-tuk (tri-motorcycle) around Ayutthaya. In contrast, 20% were uncertain. There were 19.3% who strongly agreed about taking a tuk-tuk, 7.3% who disagreed and 1.3% who strongly disagreed.

For Item 22, 46.7% agreed that most of tuk-tuk chauffeurs are nice and helpful while 25.3% strongly agreed, 21.3% were uncertain, 4.7% disagreed and 2% strongly disagreed.

For Item 23, 48% of the respondents always bring a guidebook every time they travelled in Ayutthaya. While 28.7% strongly agreed, 12% were uncertain, 10% disagreed and 1.3% strongly disagreed that they always bring a guidebook.

For Item 24, 38.7% and 35.3% of the respondents agreed and strongly agreed that they love tasting new Thai food. On the contrary, there were 20.7% who were uncertain, 4% disagreed and 1.3% strongly disagreed.

For Item 25, 50.7% agreed that they like travelling in downtown Ayutthaya rather than other districts. Whereas 28% were uncertain, 14.7% strongly agreed, 5.3% disagreed and 1.3% strongly disagreed.

For Item 26, 37.3% and 30.7% strongly agreed and agreed that they face some cultural shock while travelling in Ayutthaya. However, there were 21.3% of the respondents that were uncertain, 6% disagreed and 4.7% strongly disagreed.

For Item 27, 54% agreed that they like the accommodations in Ayutthaya. For the rest of the respondents, 22.7% strongly agreed about it, 16% were uncertain, 5.3% disagreed and 2% strongly disagreed.

For Item 28, 38.7% strongly agreed that they will visit Ayutthaya again in the future. Also, there were 38% who agreed. On the contrary, 18% were uncertain, 4% disagreed and 1.3% strongly disagreed.

For Item 29, 45.3% agreed to recommend Ayutthaya to their friends while 31.3% strongly agreed, 20% were uncertain, 2.7% disagreed and 0.7% strongly disagreed.

Table 14. The Mean and the Standard Deviation of the General Opinion of Foreign Tourists Toward Traveling in Ayutthaya

Statement	\bar{x}	S.D.	Level of Satisfaction
1. Transportation to Ayutthaya is convenient.	3.90	.99	high
2. I like the local people in Ayutthaya.	3.99	.93	high
3. I think the local people are hospitable.	3.93	.87	high
4. Price of accommodation in Ayutthaya is reasonable.	3.99	.92	high
5. You feel safe when staying in Ayutthaya.	4.14	.88	high
6. Ayutthaya is a clean city.	3.99	.77	high
7. It's too crowded for sightseeing	3.77	.99	high
8. The weather is pleasant for sightseeing.	3.86	.88	high
9. It is easy to get around the city.	3.97	.95	high
10. Plenty of good restaurants are available.	3.99	.87	high
11. It is a good value for money.	4.09	.84	high
12. There is a good variety of visitor attractions.	4.00	.95	high
13. It has a rich cultural life.	4.04	.78	high
14. Ayutthaya is the best place to purchase package tours.	3.97	.95	high
15. I think riding an elephant around the city is safe and fun.	3.86	.98	high
16. I think cruising in the ferry along the river in the evening is fantastic.	3.87	.83	high
17. I like traveling in Ayutthaya in the daytime.	4.01	.93	high
18. I like traveling in Ayutthaya in the nighttime.	3.81	.89	high
19. I like riding a bicycle around Ayutthaya rather than other methods.	3.89	.87	high
20. I like walking around the historical sites around Ayutthaya rather than taking any transportation.	3.89	.99	high

(Table continues)

Table 14 (continued)

21. I like taking a tuk-tuk (tri-motorcycle) around Ayutthaya.	3.81	.88	high
22. Most tuk-tuk chauffeurs are nice and helpful.	3.89	.91	high
23. I always bring a guide book every time I travel in Ayutthaya.	3.93	.96	high
24. I love tasting new Thai food.	4.03	.92	high
25. I like travelling downtown Ayuttthaya rather than other districts of Ayutthaya.	3.72	.83	high
26. I think I face some cultural shock while traveling in Ayutthaya.	3.90	1.12	high
27. I like the accommodation available in Ayutthaya.	3.90	.88	high
28. I will visit Ayutthaya again in the future.	4.09	.92	high
29. I will recommend Ayutthaya to my friends.	4.04	.83	high
Total	3.94	.58	high

In summary, this chapter showed the results of the findings of satisfaction of the foreign tourists with traveling in Ayutthaya including services and facilities. All of the results are shown in 14 tables together. In the next chapter, the summary, the discussion, the conclusion and the recommendation for further study will be presented.