

## **CHAPTER FIVE**

### **CONCLUSIONS, DISCUSSION AND RECOMMENDATIONS**

The contents of this chapter are summary of the study, summary of the findings, discussion, conclusions, and recommendations for further research.

#### **5.1 SUMMARY OF THE STUDY**

##### **5.1.1 Objective of the Study**

The main objective of this research was to study the foreign tourists' satisfaction with the PAG at the Grand Palace and the Temple of the Emerald Buddha, and the sub-objectives were to find out what part of the marketing mix satisfied the foreign tourists, to find out whether they were satisfied with the staff, and to receive their suggestions.

##### **5.1.2 Subjects, Materials, and Procedures**

The population of this research were foreign tourists who visited the Grand Palace and the Temple of the Emerald Buddha and used the PAG. One hundred and twenty tourists were the sample of this study. The descriptive cross-sectional design was used in this research. The instrument of this research was self-administered questionnaires. Each of them had 24 questions and was composed of general information of the respondents, satisfaction with PAG, and suggestions. The Likert scale was used to measure the degree of satisfaction with PAG.

The data were collected from January 11 to February 1, 2009. Then, the data were analyzed by Statistical Package for Social Sciences (SPSS) program version no.16. The descriptive statistics program (frequency, percentage, and mean) was used to evaluate the answers.

#### **5.2 SUMMARY OF THE FINDINGS**

The results of the study were summarized as follows:

##### **5.2.1 General Information about the Respondents**

One hundred and twenty respondents of this study were composed of 64 males and 56 females. Almost half of them (45.0%) were 26-35 years old.

Likewise, almost half of them (44.2%) held a Master's degree, and more than half of the respondents (60.0%) were European.

### **5.2.2 Satisfaction with PAG**

The questionnaires of this research were used to measure the level of satisfaction in 6 aspects: the satisfaction with physical environment, the satisfaction with price, the satisfaction with product, the satisfaction with place, the satisfaction with people, and the satisfaction with process.

The respondents were extremely satisfied with the PAG in terms of the ease of using the machines, the cleanliness of the machines, the clear pronunciation, the availability of their native languages, the friendliness of the staff, the clear explanation about the terms and conditions of the staff, the sufficiency of the machines, and the one-stop service. Similarly, they were satisfied with the PAG in terms of the weight of the machines, the rental cost, the explanation of unfamiliar words, the ease of understanding the map, the length of the description, the ease of noticing the rental booth, and the rental duration.

### **5.2.3 Suggestions from the respondents**

Some suggestions from the respondents were as follows:

#### **1) Suggestions about the physical environment**

Some respondents wrote that the machine was too heavy. Also, some of them stated that the machine was not in good condition. Some recommendations about this topic were as follows:

“a bit too heavy”

“The screen broke. Machine is too heavy.”

#### **2) Suggestions about the price**

Most respondents gave positive answers. However, some respondents stated that the rental cost was too expensive. Moreover, some of them suggested that it be free of charge. Some suggestions from the respondents were as follows:

“200 baht is too expensive. Should be 100.”

“Audio guide should be free of charge. I already paid for admission fee.”

### **3) Suggestions about the product**

Some respondents stated that the history of Thailand and the history of the Grand Palace and the Temple of the Emerald Buddha should be further explained. Some of them recommended that the Thai words be more slowly pronounced. Some respondents complained that the map was confusing. It was also written that Cantonese should be available. Some of the suggestions were as follows:

“I like to hear more history of country and this place in machine.”

“Say Thai names more slowly!”

“Include Cantonese language is recommendable.”

“Map – a little confusing with a, b, c, d, e, f additions” (Some complexes are composed of many buildings. For example, item 13 (Buildings behind the Royal Chapel of the Emerald Buddha) consists of 13a (Hor Phra Ratchakoramanuson), 13b (Hor Phra Ratchaphongsanuson), 13c (Phra Photithat Piman), and 13d (Exit to the Grand Palace)).

### **4) Suggestions about the process**

Some respondents wrote that the rental duration should be longer than 2 hours. Also, some of them stated that the returning time should be written on the ticket. Some pieces of advice are as follows:

“You should be able to keep it for longer.”

“Very good service, but 2 hours made me rush. Have longer time to see highlights.”

“I think the price would be fair if there was no limit of time.”

“No time limit on hire of machine”

“2 hours not appropriate”

“Please indicate the time on the ticket. I forgot the time to return.”

## **5.3 DISCUSSION**

The discussion of this research is as follows:

### **5.3.1 Marketing Mix**

#### **1) Product**

It was found in this research that the respondents were extremely satisfied with both the clear pronunciation of the description and the availability of

their native languages. This result supports the study of Sa-nguan Ampaipisut (2007) of communication problems of foreign tourists with travel services in Thailand that communication problems occurred because of inefficiency of language, inappropriate use of language, and cultural differences.

## **2) Price**

Kotler (1991) explained that price is the amount of money which consumers or customers are willing to pay for a product or service. The price should be reasonable and go with the value of the product or service; otherwise the consumers or customers will not pay for that thing. From this study, the respondents were satisfied with the rental cost (200 baht). Therefore, it can be concluded that the respondents agreed that the price (200 baht) was reasonable and went with the value of using PAG.

## **3) Place**

Kotler (1991) also stated that place is the accessibility and the availability of customers to receive the product or service. It includes channels of distribution, location, and others. The result of this study showed that the respondents were satisfied with the place. Consequently, it can be concluded that the respondents agreed that the PAG was easily accessed.

## **4) Period of rental**

From this study, the respondents were mostly satisfied with the rental duration (2 hours) although some respondents made suggestions about this. According to the variables to measure satisfaction by Cook (2000), time is one of the variables.

## **5) Service staff**

The result of this research shows that the respondents were extremely satisfied with the friendliness and clear explanations of the staff. Swarbrooke and Horner (1999) stated that customer's satisfaction is caused by many things such as the ability of the staff to serve dependably and accurately, the willingness of the staff to provide prompt services, the ability of the staff to pay attention to the customers, and the knowledge, the courtesy, and the ability of the staff to convey trust and confidence. Similarly, Cook (2000) pointed out that if the staff pay individual attention to customers, provide what customers want or need, or work

without any mistake, the customers will be satisfied. Also, this result supports the study of Kamolthip Yuennan (2008) of foreign tourists' impressions toward visiting Thailand that friendliness of Thai people and Thai hospitality were the most up to foreign tourists' expectation.

#### **5.4 CONCLUSIONS**

The main objective of this research was to study the foreign tourists' satisfaction with the PAG at the Grand Palace and the Temple of the Emerald Buddha. The sub-objectives were to find out what part of the marketing mix satisfied the foreign tourists, to find out whether the foreign tourists were satisfied with the staff, and to receive the foreign tourists' suggestions. The respondents of the study were 120 foreign tourists who visited the Grand Palace and the Temple of the Emerald Buddha and used the PAG. The research design which was used in this study was cross-sectional descriptive design. The material of the research was questionnaires which were divided into 3 parts: general information about the respondents, satisfaction with the PAG, and suggestions. The data were collected from January 11 to February 1, 2009. Then, the Statistical Package for Social Sciences (SPSS) program version no.16 was used to analyze the data.

From this study, the foreign tourists were extremely satisfied with the PAG in terms of the ease of using the machines, the cleanliness of the machines, the clear pronunciation, the availability of their native languages, the friendliness of the staff, the clear explanation about the terms and conditions of the staff, the sufficiency of the machines, and the one-stop service. Similarly, they were satisfied with the PAG in terms of the weight of the machines, the rental cost, the explanation of unfamiliar words, the ease of understanding the map, the length of the description, the ease of noticing the rental booth, and the rental duration.

The respondents also gave some suggestions. For example, the rental duration should be longer than 2 hours. The returning time should be written on the ticket. The history of Thailand and that of the Grand Palace and the Temple of the Emerald Buddha should be further explained. Thai words should be more slowly pronounced. Also, a Cantonese description should be available.

## **5.5 RECOMMENDATIONS FOR FURTHER RESEARCH**

The recommendations for research in the future are as follows:

### **5.5.1 Population of the Research**

The population of this research was the foreign tourists who used the PAG, not including Thai people. In the future, the researchers might include Thai people in the population of the study.

### **5.5.2 Number of Samples**

In this research, because of the limit of time, only 120 respondents were in the sample. To make the result of the study more precise, the researchers should increase the number of the sample.

### **5.5.3 Language in Questionnaire**

The questionnaires of this research were written in English only. Certainly, the people who did not understand English (most of them were the people who used Russian description) could not answer the questions. To get the data from these people, the questionnaires should be written in other languages as well, especially the Russian language.

### **5.5.4 Location**

PAG is also available at other places such as the Arts of the Kingdom V at Ananta Samakhom Throne Hall where further research could be carried out.