

CHAPTER FIVE

CONCLUSIONS, DISCUSSIONS, AND RECOMMENDATIONS

This chapter presents (1) a summary of the study, (2) a summary of the findings, (3) discussions of factors attracting visitors to Wachirabenchatat Park, (4) conclusions, and (5) recommendations for further research.

5.1 SUMMARY OF THE STUDY

This section summarizes the study of factors attracting visitors to Wachirabenchatat Park in order to find the degrees of attraction to the park in terms of services, facilities, activities and scenery which lead to an understanding of the need of visitors, problems and suggestions. The results can be a guideline for the authorities to improve the attractions of Wachirabenchatat Park and increase the number of visitors to the park.

5.1.1 Objectives of the Study

The main objective of the study aimed to find out what attract visitors to Wachirabenchatat Park, investigate the characteristic of visitors, examine the degree of attractions in terms of services, facilities, activities and scenery and indicate the problems and suggestions for the park improvement.

5.1.2 Subjects, Materials, and Procedures

The subjects used in this study were 150 respondents who visited Wachirabenchatat Park during the holidays on Jan 2-4, 2009. The research instruments in the study were questionnaires containing both close-ended and open-ended questions to survey the factors attracting visitors to Wachirabenchatat Park. The questionnaire was divided into four parts: personal data, the characteristics of visitors, the degree of attraction in Wachirabenchatat Park, and problems and suggestions. All data gained from the 150 questionnaires were analyzed by SPSS program Version 17.0. Descriptive statistics and inferential statistic are employed in this study.

5.2 SUMMARY OF FINDINGS

This results of the study can be summarized as follows:

5.2.1 General Information About the Respondents

For the study, the number of male respondents were 47 while the female respondents were 103. The majority of the respondents (66%) were under 30 years old. Most of the respondents possess a bachelor degree. 47.3% of the respondents were private company officer. Most of them earned 10,001-20,000 baht per month. Moreover, 88% of the respondents live outside the Chatuchak area where Wachirabenchatat Park is located.

5.2.2 The Characteristics of Respondents

Most respondents visit Wachirabenchatat Park how many times per year (26%), followed with 1-2 times per month (25.3%). 47% of them visit the park with friends (71%), followed by visiting the park with family or relatives (40%). The majority of respondents (60%) used private car to visit the park. The visiting time of respondents was mostly between 14.01-17.00 p.m., and most of them visited the park because of the park scenery.

5.2.3 The Levels of Attraction to Wachirabenchatat Park in terms of Services, Facilities, Activities and Scenery

In general, the visitors feel good with the attractions in Wachirabenchatat Park, especially park scenery. The lowest degree of attraction to the park was in the attraction toward facilities these should be improved in some areas such as toilets, parking lots and public phones. Besides, the respondents rated with a low score some areas of services such as staff service (11.3%) and the number of park staff (14%). They commented that the manners of the staff was impolite and the numbers of park staff was not enough compared to the size of the park. Although the overall degree of attraction to activities was fine, the respondents need more outdoor sports in the park and they need more safety for bicycling and kayaking in the park because 40% of respondents visit the park with families who are concerned about the safety of their families.

5.2.4 Problems and suggestions

94% respondents shared their problems and suggestions with the study. On the aspect of services of the park, the respondents stated that this park lacks an information service when visitors want information or to contact about any activity. They also commented on the safety of the park that the number of park staff, especially security guards was insufficient compared to the large size of the park. There are no staff in some less people areas which can be dangerous place for visitors. Moreover, some staff in the park spoke to the visitors impolitely. Next is about the facilities. According to the hypothesis 2, it showed that those from different background of the education were attracted to the facilities differently. As a result, the visitors complained a lot about the facilities in the park. The inadequate facilities lead to inconveniences for the visitors such as the small number of toilets, public phones, parking lots, trash cans and signs. The restaurants were not well-managed. The third problem is activities. The visitors stated that the number of outdoor activities insufficient number. The bicycling and kayaking were not safe enough. The traffic staff in the park are not enough to take care of accidents. The last problem is park scenery. The main problem of park scenery is the lack of variety of trees and the cleanliness of the park. For the suggestions, the visitors suggested that the park should increase the staff, facilities and activities to attract more visitors to Wachirabenchatat Park. The staff should be well- trained to give the best service to the visitors. The safety of the park and activities should be improved as well. For the park scenery, the visitors suggested planting more varieties of trees and flowers in the park as well as treating the wastewater in the pond. The visitors also suggested the park should provide transportation because the location is not easy to access. Providing service buses or trams in the park is a good solution in order to provide convenience to the visitors, especially old people.

5.3 DISCUSSIONS

This research is a study of the factors attracting visitors to Wachirabenchatat Park. It indicates the degrees of attraction to the park in terms of services, facilities, activities and scenery. So that Office of Public Parks, Department of Environment know visitor needs and improve its attractions to satisfy the visitors.

This section concerns how the findings of the study relates to the theories and relevant research. Therefore, the discussions are as follows:

5.3.1 General data of the respondents

The study showed that among visitors to the park. There were female more than male. The age of visitors were varied ranging from less than 20 to more than 50 years old. 66% of the respondents were under 30 years old. According to the results obtained from the study in hypothesis 2, it showed that those with a different background of education were attracted by the facilities differently. It seemed that visitors with a lower education were more attracted by the attractions of Wachirabenchatat Park than visitors with higher education. Visitors with a higher education were more likely to have higher expectation based on their knowledge. Moreover, the relevant research supporting this point. Jutima Makkun (จตุติมา มัคคุ้น, 2551) conducted the study of factors affecting service user behavior at Wachirabenchatat Park. She found that the visiting frequency of visitors with a lower education was higher than for visitors with a higher education. It can be concluded that visitors with a lower education are more attracted than visitors with a higher education. However, the majority of the respondents hold bachelor degrees, work as private company officers and earn 10,001-20,000 baht per month. These findings showed that nowadays people with a higher education and income are interested in to visiting public parks. Unlike the past, a public park is not limited only to people with a lower education and income.

5.3.2 The characteristic of visitors

The study found that majority of the respondents visit park times per month. This point may result from the area of residence because most of respondents (88%) live outside of the Chatuchak area where the park is located. However, the second level of visiting frequency of respondents was 1-2 times per month. The study also showed that 40% of respondents visited the park with their families or relatives which is right because the objective of the park is to be a family park for popular recreation. The majority of the respondents visit the park by private car. It reveals the

problem of inconvenient access to the park that they have to travel by car. The visitors criticized and gave a lot of suggestions for these problems. The results finally show what attracts visitors to Wachirabenchatat Park are park scenery (74%), park activities (17.3%), park facilities (3.3%) and park services (1.3%) respectively.

5.3.3 The degrees of attraction to the park in terms of services, facilities, activities and scenery

From the results of the study, the overall degree of attraction to the park is good. Most respondents show a positive attitude to the factors of park scenery which is similar to the relevant research. Somusa Titanantabutr (2004) studied visitor satisfaction toward Suan Luang Rama IX public park. In her study, she found that most visitors were satisfied with the park's environment but require improvements in facilities and services. Also, the literature indicates that the important attraction of the park is the park' environment which mostly motivate people to visit the park. (Swarnbrooke, 1995, p. 5). In this part, the study reveals the hidden problems from the lower rating scores on some items. For example, the visitors are not pleased with the staff service, the number of staff in the park. The staff need to improve their manners and behavior when they serve the visitors. Toilets, public phones and parking lots should be increased in order to provide greater convenience to park visitors. With respect to activities, outdoor sports are not enough compared to the number of visitors. The safety of bicycling and kayaking are also of major concern to parents who visit the park. Finally, the scenery can be more beautiful if the park plants more trees and flowers.

5.3.4 Problems and suggestions

From the study, the visitors indicate problems and suggestions on all aspects of attractions of the park as mentioned earlier. In this part, further suggestions reveals the problems outside the area of the researcher's study which is beneficial to the Office of the public park, the Department of environment to improve the quality of the attractions in the park. For example, there is no transportation service for visitors who are old or have mobility problems. Easy accessibility for people should be initiated in order to provide the best service for people such as bus or tram services

within the park. Another problem is public relations. The park doesn't have any information service center to provide information to visitors. The signs and direction maps are not enough and are unclear. The park should provide more information through the media such as printed brochure, updated website, bulletin board, and radio within park. Moreover, the visitors suggested more the necessary facilities. The park should have free drinking, water spots, wi-fi, and nightlight.

5.4 CONCLUSIONS

The following conclusions can be drawn from the discussion above.

5.4.1 From the study, most visitors were female rather than male.

5.4.2 There is no significant difference in factors attracting visitors between male and female, except in the level of education.

5.4.3 The attractions that mostly motivate visitors to visit Wachirabenchat Park is the park scenery.

5.4.4 The overall degrees of attraction in terms of services, facilities, activities and scenery are good but need a little improvement in all areas.

5.5 RECOMMENDATIONS FOR FURTHER RESEARCH

Based on the findings and conclusion of this study, the following recommendations are made for future research.

A study of factors attracting visitors to Wachirabenchat Park is limited only visitors who visit the Wachirabenchat Park in order to examine the degree of attraction of service, facilities, scenery and activities. Interested researchers who are interested can study other public parks in Bangkok as well.

Also, the number of the samples can be increased in order to gain wider perspectives for study.

In addition, further study can be conducted relating to aspects of public parks such as the behavior of visitors, satisfaction of visitors and motivation of visitors.