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SELECTING HOTELS

JAMMAREE CHOOSRICHOM : FACTORS INFLUENCING THE SELECTION OF
HOTELS/RESORTS IN LANTA YAI ISLAND, KRABI, THAILAND BY INTERNATIONAL
TRAVELERS. INDEPENDENT STUDY ADVISOR : PROF. LAURENT BOTTI, Ph.D. 71 pp.

The objectives of this study are to investigate and identify important factors of hotel/resort selection for International Travelers. The aim is to study the influential factors involving decision-making in selection of accommodations in Lanta Yai Island, Krabi, Thailand. The samples in this study were a group of International travelers who traveled and stayed in Lanta Yai Island during 13-23 April 2011. Some 200 sets of questionnaires were used at Lanta Yai Island. The tool used in this research was the questionnaire developed by the author. The data was then analyzed by a factor analysis with Orthogonal and VARIMAX rotation employed on the data about the perceived importance of the 61 hotel attributes. The determination of including a variable (attribute) in a factor was based on the factor loadings, representing the correlation between an original variable, equal to or greater than 0.50 were included in a factor. Only factors with Eigen values equal to or greater than 1 were considered significant. And, the result of the factor analysis should explain at least 60 percent of the total variance. The results of the study about the factors influencing international tourists in the selection of hotels/resorts indicated that 'Security and Safety' was the most important factor. 'Value' was ranked as the second most important factor, followed by 'Staff Service Quality', 'Location', and 'Room and facilities Quality', respectively.

The study suggested that As Security and Safety has been identified as the most influential in determining customers' selecting the hotel in Lanta Yai Island, this is what hotels in Lanta Yai Island should consider while developing marketing strategies. For these prospective customers, security and safety are the most basic human needs. Even if the hotel is comfortable, if there is no safety, it is not worthwhile staying there. The other factors such as 'Value', 'Staff Service Quality', 'Location' and 'Room & Facilities should not be ignored as well. The hoteliers should maintain the standards of these services and facilities to meet the basic needs of the international travelers. Within the lodging business, room occupation is important to the overall profitability of any accommodations. There are many factors influencing occupancy. This study examines the need to understand the behavior of International travelers and important factors in the selection of hotel/resort in order to use this study as a guideline for the accommodations managers to manage their business.