

Independent Study Title

Critical Success Factors of Guesthouse Business
in Mueang District Chiang Mai Province.

Author

Mr. Wongpiti Pitaksakulkasam

Degree

Master of Business Administration

Independent Study Advisory Committee

Associate. Prof. Napapon	Na Chiangmai	Chairperson
Assistant. Prof. Theerakiti	Navaratana Na Ayudhya	Member

ABSTRACT

In this study, there were 5 primary success factors of running a guesthouse business in Mueang District, Chiang Mai Province: customers, internal process, financial, learning and innovation and other factors. Critical success factors and SWOT analysis (strength, weakness, opportunity and treat) were the concepts used in the study. The data was collected from questionnaires completed by 52 guesthouse businessmen out of 86 distributed.

The findings showed that most respondent were a business owner operating for more than 5 year, employed 1-5 people with for 10-30 rooms, main customers were foreigners. Total sales and profits of their business were less than 1 million baht and 500,000 baht per year respectively.

In addition, the overall success level of the surveyed business was moderate. In aspects of financial, internal process, learning and innovation and customers were successful at medium level. While other factors was successful at high level. The level including safety system, number of appropriate employees, labor law practice, employee skills, good employee retention, fast service, customer satisfaction, noncompliant from customer and society, adequate working capital, low cost service, no bad debt, an increase in number of new customers were successful at high level.

Moreover, price competition, an increase in competitors and limited room were mentioned as the most problematic of a guesthouse business.