

**A STUDY OF TOURISTS SATISFACTION TOWARDS  
KAMPHAENG PHET HISTORICAL PARK**



**A THESIS SUBMITTED IN PARTIAL FULFILMENT OF THE  
REQUIREMENTS FOR THE GRADUATE SCHOOL  
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**Title:** A Study of Tourists Satisfaction Towards Kamphaeng Phet Historical Park

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**Academic year:** 2013

### **Abstract**

The objectives of this study were (1) To study behaviour of tourists who traveled to Kamphaeng Phet Historical Park. (2) To study marketing mix elements of Kamphaeng Phet Historical Park, which are produce, price, place, promotion, people, process and physical evidence. (3) To study relationship between tourists' demographic factors towards marketing mix elements of Kamphaeng Phet Historical Park. (4) To study relationship between tourists' behaviour towards marketing mix elements of Kamphaeng Phet Historical Park.

**Research Methodology:** The sample consisted of 400 tourists who traveling to Kamphaeng Phet Historical Park, both male and female with the age over 18 years old, during October to December 2013. Whilst non format interview collected qualitative data from some tour operators/tour guide and tourists (total amount of 30 respondents) asking about their opinions about marketing mix elements of Kamphaeng Phet Historical Park.

One of the finding of this research is that tourists with different demographic characteristics such as gender, age, marital status, education level and income were no different in their satisfaction towards marketing mix factors of Kamphaeng Phet Historical Park.

**Keywords:** Marketing mix elements, Tourists satisfaction, Tourists behaviour

**The Research has been approved by**  
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## CHAPTER 1

### INTRODUCTION

In this chapter will discuss some general overview about the research. This chapter consists of the background of the study, statement of problem, research objectives, hypothesis, scope of the research, limitations of the research and significance of the research.

## 1.1 Background of the study

Tourism is an industry that is comprised of many types of business. Tourism industry is a major source of revenue, build careers and current economic and other part tourism is relaxation to reducing tensions and create a better understanding between visitors and local ownership.

**Table1.1** International Tourism 2020 Vision forecasts

	Base Year	Forecasts		Market share		Average annual
	1995	2010	2020	%		growth rate (%)
		(Million)		1995	2020	1995 - 2020
<b>World</b>	<b>565</b>	<b>1006</b>	<b>1561</b>	<b>100</b>	<b>100</b>	<b>4.1</b>
<b>Africa</b>	20	47	77	3.6	5.0	5.5
<b>Americas</b>	110	190	282	19.3	18.1	3.3
<b>East Asia and the Pacific</b>	81	195	397	14.4	25.4	6.5
<b>Europe</b>	336	527	717	59.8	45.9	3.1
<b>Middle East</b>	14	36	69	2.2	4.4	3.1
<b>South Asia</b>	4	11	19	0.7	1.2	6.2

**Source :** UNWTO, 2014 : Online

Tourism activity is considered to be one of the recreational activities that happen during free time to travel, seek enjoyment, enhance the happy mood in order to improve and development their potential and quality of life also personal and community. Moreover, tourism is also the behaviour of the people that want to seek knowledge, enjoy or experience.

Table1.1 shows the International Tourism 2020 Vision forecasts by UNWTO (The United Nations World Tourism Organization). The total tourist arrivals by region shows that by 2020 the top three receiving regions will be Europe, East Asia and the Pacific followed by Americas.

In the year 2020, indicates that ASEAN tourism is likely to grow more. ASEAN countries became more alert and focused on the development of the tourism industry. To support the growth of the tourism industry is likely to be tourists in Southeast Asia and more. It also supports stepping into the ASEAN Economic Community (AEC) in the year 2015 to be reached as well.

**Table1.2** Tourist Arrivals and Tourism revenue from 2008-2013

Year	Number of Arrivals	% $\Delta$	Tourism Receipts (Mil.Baht)	% $\Delta$
2008	14,149,841	-2.98	510,255.05	-11.19
2009	15,936,400	+12.63	592,794.09	+16.18
2010	19,230,470	+20.67	776,217.20	+30.94
2012	22,353,903	+16.24	983,928.36	+26.76
2013	26,735,583	+19.60	1,171,651.42	+19.08

Source: <http://www.tourism.go.th>, 2014 : Online

Thailand is famous country for tourism with the environment, beautiful attractions and various with both nature, mountains, waterfalls, temples, palaces, art and culture that is both historic sites. including sites that cater to the urban lifestyle, entertainment, shopping and spa. Combined with friendly service, uniqueness of Thailand with a gentle make foreigners impressive. Hotel resort in Thailand, it has several world-renowned, the cost of living compared to other countries is not very high, communications and utilities has a relatively well equipped if compared to neighbouring countries. Table1.2 show that end of the year 2013, therefore the revenue from the tourism industry over one billion baht, representing 8 percent of the GDP of the country ever.

The tourism industry is vital to the economy, with employment of about 1.94 million, or about 5.3 percent of the total employment of the country. The development of the tourism industry appropriate to contribute to community development through development of community infrastructure. Economic development of the community and strengthening community identity and the pride of the local people.

The Tourism and Sports Minister stated that, consumer behaviour changing according to the depressed economic conditions. As a result, tourists are spending more carefully. In consideration of the more worthwhile, attributed to the competitors to use pricing strategy to draw attention of the tourist market to shrink the tourists have the option of choosing more destinations. Travellers also likely interested in eco-tourism, health tourism, cultural tourism and religion. As a result, the tourism growth trend is consistent with the behaviour of tourists in the future (Ministry of Tourism and Sports, 2013).

In the development of tourism during the year 2012-2016, focus on environmentally friendly tourism , development of product standards and services to be competitive and sustainable services. Prepare to cope with the crisis, risk and security assistance services, employee development and technology are ready to service. Tourism also plays a role important to the economies of Thailand. Therefore, it is necessary to develop guidelines to promote Thailand tourism market potential, the image and the confidence to tourists also modern developments (Modern Marketing).

## **1.2 Statement of problem**

Researcher is particularly interested in the field of tourism. It considers that Thailand has a number of resources available but need more public relations as well as the quality of service staffs with skills and the ability to use a foreign language. Currently, there are five World Heritage sites have been registered in Thailand. (See **Figure1.1**)





**Figure1.1 : World heritage sites in Thailand**

**Source :** [www.thaiwhic.go.th](http://www.thaiwhic.go.th), 2014 : Online

Thai culture is represents the uniqueness of Thailand, it can be a different sales point from competitors. Researcher has explored the three Cultural World Heritage site there are Historic Town of Sukhothai and Associated Historic Towns, Historic City of Ayutthaya, last one is Ban Chiang Archaeological Site. Found that Kamphaeng Phet Historical Park along with Sukhothai Historical Park and Si Satchanalai historical park a part of the UNESCO World Heritage Site, it is unknown well from the tourists notice from number of the tourists. After a query from the staffs of Kamphaeng Phet Historical Park, it is true as mentioned above. Thus, the budgets allocated to the Kamphaeng Phet Historical Park not too much compared to other historical Park in the same associated historic towns area. Kamphaeng Phet Historical Park is basically archaeological sites containing important monuments of great value for national and regional history, as well as its own unique contribution, really

beautiful and impressively well preserved including original and part reconstructed buildings but not very popular among tourists.

Why is Kamphaeng Phet Historical Park not very popular among tourists? From all that mentioned of the above, researcher was doubts and surprised that Kamphaeng Phet Historical Park a World Heritage Site with very few tourists (Table 1.3). Together, researcher would like to participate and use the knowledge in order to cause beneficial to the society as the way to compensate to the nation. Researcher interesting and wanted to study the matter seriously to apply knowledge fully utilized. First, researcher was studying the internal problems, realize that should be developed in public relations to be recognized to the tourists. Basically, need to survey of what tourists' satisfaction or impressed and what should be improved to understand the perspective of the tourists towards Kamphaeng Phet Historical Park. That would be the way to reach the goal to do public relations, to improve the things are dissatisfaction or not as impressive in order to achieve the tourists satisfaction and most impressive impression.

**Table 1.3** Kamphaeng Phet Historical Park' statistic

<b>Tourist</b>	<b>Thai</b>	<b>Foreign</b>	<b>Total</b>
2010	180,098	6,431	<b>186,529</b>
2011	175,162	6,985	<b>182,147</b>
2012	182,060	7,217	<b>189,277</b>

**Source:** <http://kamphaengphet.mots.go.th>, 2014 : Online

### **1.3 Research Objectives**

- 1) To study behaviour of tourists who traveled to Kamphaeng Phet Historical Park.
- 2) To study marketing mix elements of Kamphaeng Phet Historical Park, which are produce, price, place, promotion, people, process and physical evidence.
- 3) To study relationship between tourists' demographic factors towards marketing mix elements of Kamphaeng Phet Historical Park.

4) To study relationship between tourists' behaviour towards marketing mix elements of Kamphaeng Phet Historical Park.

#### **1.4 Scope of studying**

Tourism destinations consist of several types of attractions that are planned and managed to provide various tourist interests, activities, and enjoyment. Gunn (1988) and Lee (1999) explained that tourism destinations, such as national parks, theme parks, beaches, resorts, and cultural/heritage destinations, can be grouped according to their basic resource foundation: natural or cultural.

The World Heritage was inscribed on the list in 1991 for the outstanding architectural value, representing the earliest Siamese Arts as well as Thailand's origin. Although, it was inscribed on World Heritage List. The Kamphaeng Phet Historical Park located in a small town, It is not yet known for tourists who are not interested in surfing history. However, each year there are more than 100,000 visitors come and 2727 tend to rise steadily.

Population used to the study was tourists who travel to Kamphaeng Phet Historical Park, Kamphaeng Phet Province.

Research duration: July, 2013 to December, 2013

## 1.5 Conceptual Framework

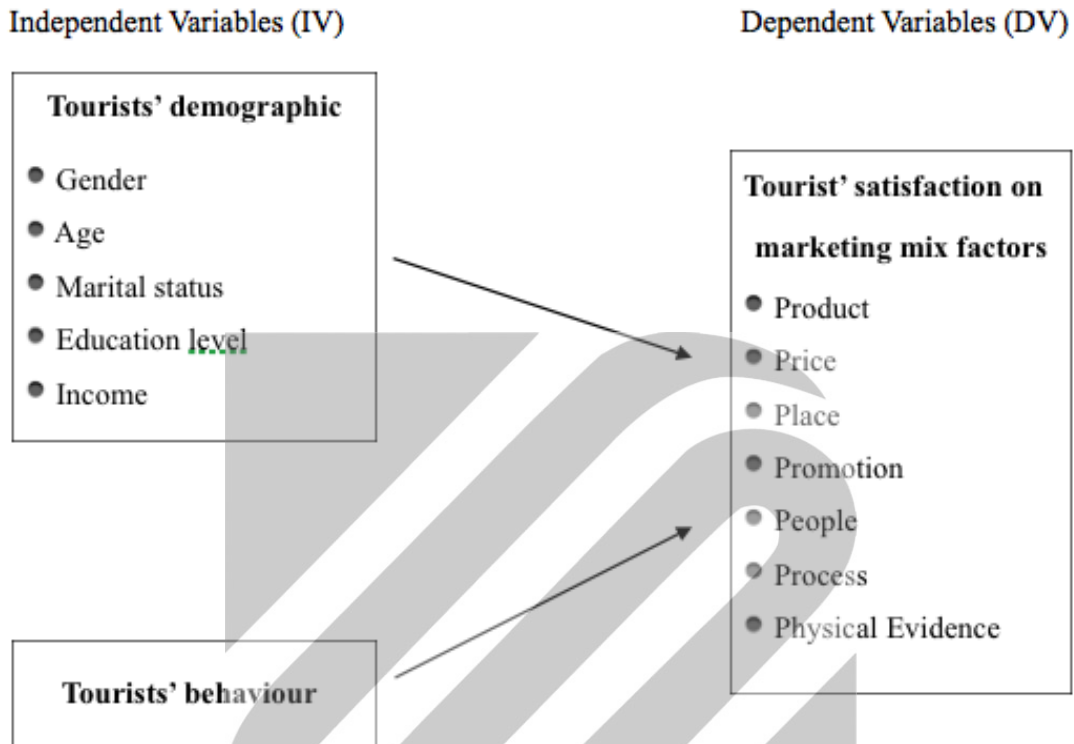


Figure1.2 Conceptual Framework

In this study, there are two sets of independent variables (IV) including tourists' demographic backgrounds and tourists' behaviour. Demographic factors consist of gender, age, marital status, education level and income. Dependent variables (DV) tourists' satisfaction on marketing mix factors when traveling to Kamphaeng Phet Historical park. Marketing mix factors consist of product, price, place, promotion, people, process and physical evidence.

## 1.6 Significant of the study

1. To understand and establish the tourists' satisfaction toward Kamphaeng Phet Historical Park, that will enable the tourists to meet the objectives of creating enjoyment, appreciating at heritage property, bringing prosperity and creating local pride in the community.

2. To recommend measures to improve the tourism operation so as to enhance the tourists' satisfaction.

3. To promote and support the operation of Kamphaeng Phet Historical Park to be efficient as a response to the Government's policy to revitalise tourism as well as promoting of recreational activities for tourism more efficiently.

### **1.7 Term of Definitions**

**Tourist :** Thai tourists and Foreign tourists coming attractions with the purpose to visit Kamphaeng Phet Historical Park, Kamphaeng Phet Province.

**Attraction:** A place, event, building or area which tourists want to visit ("Description of Attraction," 2006).

**Kamphaeng Phet Historical Park :** An archeological site in Kamphaeng Phet, Thailand, along with Sukhothai Historical Park and Si Satchanalai Historical Park also a part of the UNESCO World Heritage Site Historic Town of Sukhothai and Associated Historic Towns. There are more than 40 temple compounds in this area.

**UNESCO :** United Nations Educational Scientific and Cultural Organisation. Charged with the designation and preservation of World Heritage sites since 1972 (UNESCO, n.d.).

**World Heritage Site :** Designated site by the UNESCO Organisation. Currently the UNESCO World Heritage sites list is composed of 962 sites with 745 cultural, 188 natural and 29 mixed. Sites are selected based on fulfilment of one of ten characteristics. These characteristics range from contribution to our understanding of human development across time to architectural masterpieces or wonders of nature (UNESCO World Heritage Centre, n.d.).

## **CHAPTER 2**

### **LITERATURE REVIEWS**

#### **2.1 Introduction**

The purpose of this chapter is to provide overall review is to enhance the understanding concept of the study, Describe about theories and concepts, and past researches namely tourism definitions as well as cultural tourism; background of Kamphaeng Phet Historical Park.

##### **2.1.1 Main theories and concepts**

- 1) Marketing Mix elements concepts
- 2) Cultural/Heritage Tourism
- 3) Theories of Satisfaction

#### **2.2 Kamphaeng Phet Historical Park**

##### **2.2.1 Historical Significance**

Archeological evidence indicates the existence of people living in Kamphaeng Phet since prehistoric times, around 4,000-6,000 years ago. Different kinds of polished stone tools, ornaments, pottery vessels have been found at Khao Kalon in Khanu Woralak Saburi District, polished stone tools, pottery vessels and human remains have been found. Another site, Ban Khlong Muang in Kosamphi Nakhon District, yields metal slag, spindle wheel and polished stone axes with shoulders.

Before the Sukhothai Kingdom gained influence at the lower area of the Ping River, the areas surrounding Kamphaeng Phet were rich plains bounded on the North and the West by mountains, with such favourable geographical features. Kamphaeng Phet in ancient times was a suitable location connecting between the plains and the

highlands for both land and water transportation. It was also a junction to change the transport from using animal-drawn vehicles for travel on the highlands to carriers travel on water, with easy access to other settlements in the plains to be centre for buying and selling goods. People found that it was a favourable area to expand their settlement in these areas and build towns next to each other. There are several traces indicating the existence of the ancient community settlements throughout the area.

### **2.2.2 Traces of Ancient Communities in Kamphaeng Phet Province**

Kamphaeng Phet has the Ping River run through the western areas of the Province, many neighbouring towns of ancient communities were found settled on the banks of the river. For instances, Nakhon Chum, Kamphaeng Phet, Trai Trueng, Thep Nakhon and Khon Thi were all ancient towns settled in these suitable locations, convenient to communicate with people who lived on the plains. At the same time, these places were used as a rest sport and a changing place for transferring their goods and products.

Kamphaeng Phet was established during Sukhothai Period, according to stone inscription No.3 (Nakorn Chum Stone Inscription) in B.E.1900, Phra Maha Dhammaraja Li Thai, King of Sukhothai found a Phra Rattana Maha That Chedi and planted the Phra Sri Maha Bho Tree in the heart of Nakhon Chum, located in the mouth of Suan Mak Canal on the West bank of the Ping River. Nakhon Chum was presumably important by King Maha Dhammaraja Li Thai, had created the city became an important Buddhist centre in south of Sukhothai Kingdom. It also show that there had been development along the West side of Ping River from small communities becoming towns with geographical town planning very much like those in the Sukhothai Kingdom.

On the southwest of Nakhon Chum, there are groups of ancient monuments mostly built with brick with Sukhothai architecture. They were not big as those found in Kamphaeng Phet. The temples had rectangle floor plan facing east and had a Chedi as the principal of the building, Vihara hall was built in front of the Chedi without

walls. The principal found two type of Chedis, one is built like a lotus bud which is called “Poom Kao Bin”, another shape of Chedi is round called the circular bell shape. It was believed that the influence came from Lanka as discovered at Wat Nong Langka, Wat Nong Yai Chuai, Wat Sum Ko, and Wat Mong Ka Le.

The name Kamphaeng Phet first appeared in Stone Inscription No.38, which says that Chakkraphat Dirat ascended the throne of Kamphaeng Phet in 1397. Stone Inscription No.46, it mention the invitation of a senior monk from Kamphaeng Phet to supervise the construction of Wat Si Phichit Kirati Kanlayaram in Sukhothai in B.E.1946. Later in B.E 1916, 1919 and 1921 during the reign of Somdej Phra Boromaracha Thirat I (Khun Luang Phangua) of Ayutthaya Kingdom, there had often been war between Ayutthaya Kingdom and Sukhothai Kingdom with the aim to besiege Kamphaeng Phet use as important strategic center controlling of the Ping River areas. Kamphaeng Phet has a feasible feature to use as a frontier for both defensive and offensive purpose while also having easy access with Sukhothai. During the reign of King Borommatrai Lokanart, Kamphaeng Phet prominent as a first grade outer province of Ayutthaya was entrusted with the task of defending against the attacks from Myanmar. It also was of vital strategic importance for intercepted enemies from Lanna and also from Mottama (Myanmar).

However, after the war was over, people resettle to outside the town wall of Kamphaeng Phet, the town was uninhabited with only traces of its glory days. Kamphaeng Phet Province has suitable geographical and is situated in a location ideal for human settlements, with vast plains for cultivation and communities.

The area also serves as a linkage for land, and waterway communication between the North and Central Thailand. Archeological evidence indicate human settlements in Kamphaeng Phet from Prehistoric Era Through Dvaravati, Sukhothai, Ayutthaya periods to the present Rattanakosin period.

In addition, Kamphaeng Phet is the second city of King Taksin holds the reigns and nobility to "Phraya Wachira Prakan". Later in 1916, the city was changed



from Kamphaeng Phet Town to Kamphaeng Phet Province. Traces of its glorious past, combined with rich natural resources, Kamphaeng Phet became one of the province with great tourism potential in both cultural tourism and Eco-tourism tourist attractions.

### **2.2.3 Establishment Kamphaeng Phet Historical Park**

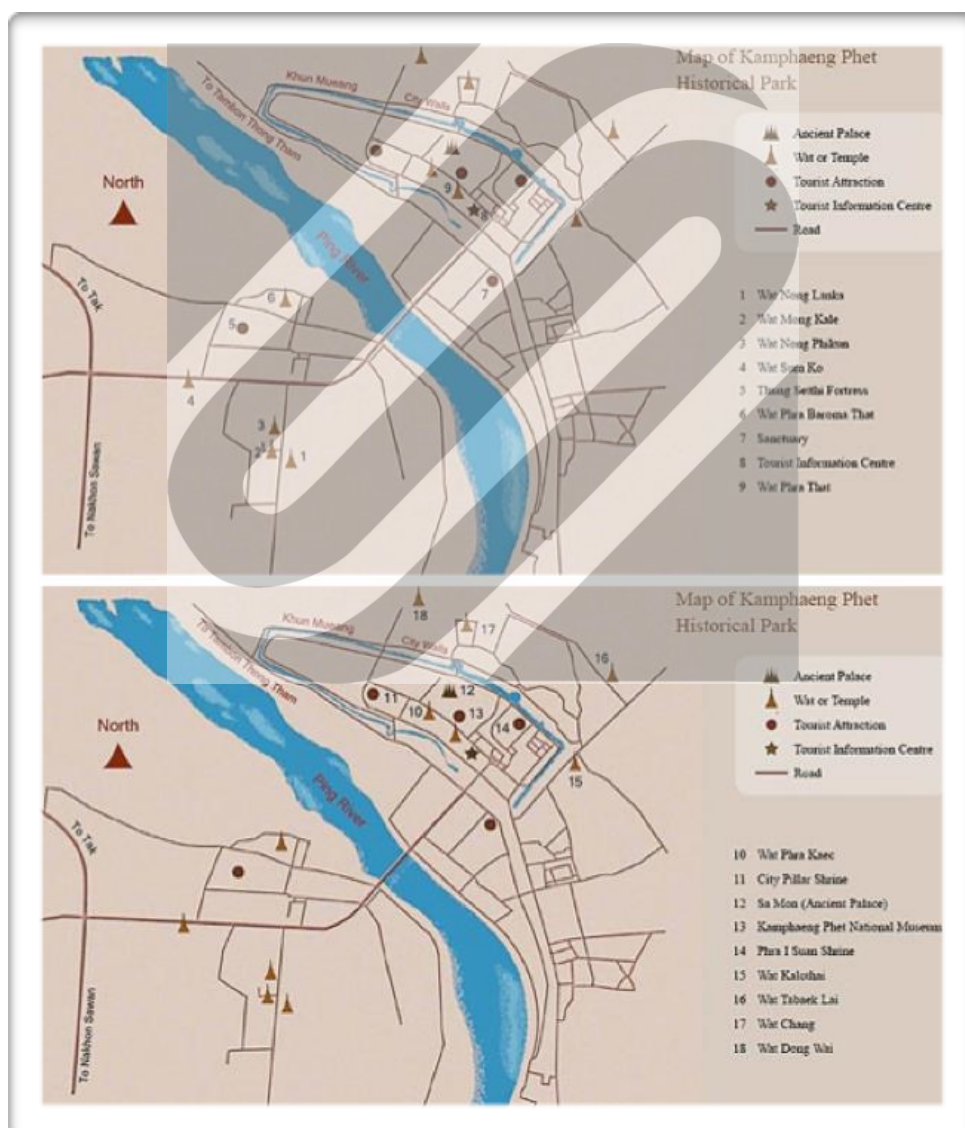
Kamphaeng Phet Historical Park is an archeological site in Kamphaeng Phet Province, Thailand. Located in the lower north on the banks of the Ping River, Kamphaeng Phet is 358 Km from Bangkok. The name Kamphaeng Phet actually means Diamond walls. HRH Prince Damrong Rajanupab has record, "The ancient city walls are the most perfect security and believe that the most beautiful in Thailand". Ancient monuments both in Kamphaeng Phet and Nakhon Chum was first protected officially in 1935 and 1937 through their registration as the national ancient monuments according to the Royal Gazette Vol.52 Part 75 March 8, 1935 and Vol.54 January 3, 1937.

In 1965 a committee for the restoration of ancient monuments in Sukhothai and Kamphaeng Phet chaired by Field Marshal Thanom Kittikhachon, the then Prime Minister, was entrusted by the Royal Thai Government with the implementation of rehabilitation, excavation and restoration of ancient monuments in Sukhothai, Si Sarchanalai and Kamphaeng Phet.

Regarding Kamphaeng Phet, the excavation and restoration of ancient monuments both within and outside the town wall were undertaken from 1965 to 1969 covering 18 sites, namely Siva Shrine, Wat Phra That, Wat Phra Kaeo, Ancient Palace (Sa Mon), Phet Frotress, Chao Chan Fortress, Chao In Fortress, Mum Muang Fortress, Wat Chang Fortress, Thung Sitthi Fortress, Wat Phra Non, Wat Phra Si Iriyabot, Wat Chang Rop, Wat Avasa Yai, Wat Kalothai, Wat Sum Ko, Wat Chang and Wat Avasa Noi.

The development of ancient monuments in Kamphaeng Phet continued in proportion to a budget allotted each year by the Government.

In 1982, the project of restoration and development of Kamphaeng Phet ancient monuments was incorporated in the fifth National Economic and Social Development Plan (1982 - 1986) under the name of Kamphaeng Phet Historical Park Project. The Fine Arts Department carried on with the Project till the sixth National Economic and Social Development Plan 1987-1991 which was infrastructure in ancient monument areas both within the town wall and in the Aranyik zone.



**Figure2.1 : Map of Kamphaeng Phet Historical Park**

**Source :** <http://kamphaengphet.mots.go.th>, 2014 : Online

Important objectives of Kamphaeng Phet Historical Park Project include safeguard of the cultural heritage of the nation, development of ancient monuments and its surrounding into a historical park for the sake of education and tourism, increase of local income and public awareness of cultural value of the Thai nation. Kamphaeng Phet Historical Park was officially opened by HRH. Princess Maha Chakri Sirindhorn in April , 1991.

Therefore, the UNESCO's World Heritage Committee declared Sukhothai, Si Satchanalai and Kamphaeng Phet Historical Park to the World Cultural Heritage No.574 under the name of Sukhothai and Associated Historic Towns, also inscribed to the World Heritage list in 1991 for the outstanding architectural value, indicates the sublimity magnificence of architecture in the Sukhothai Kingdom and representing the earliest Siamese Arts as well as Thailand's origin.

The important archaeological sites in Kamphaeng Phet Historical Park are divided into 2 sites as follows;

**1) Town site : located inside the town walls**



**Figure 2.2 : Wat Phra Kaew**

**Source :** <http://www.panoramio.com>, 2014 : Online

Wat Phra Kaew is The most important historical place in town, Wat Phra Kaew was the premise for royal worship and ceremonies and none of the residing monks, the same as Wat Phra Si San Phet, Ayutthaya and the Temple of the Emerald Buddha (Wat Phra Kaew), Bangkok. On the fact that it was once enshrined the Emerald Buddha in a period of Ayutthaya. "Wat Phra Kaew" was named by King Rama VI, Rattanakosin period, when he was the Crown Prince having a trip to explore this ancient land. Being home of the most important Buddha in the country, illustrated the importance of Kamphaeng Phet and political power in the past. Currently, the Emerald Buddha is located at Wat Phra Kaew, The Grand Palace in Bangkok. On site, there are reclining Buddha and two sitting Buddha images presided at Viharn. Described U-Thong art style (early Ayutthaya) from the square shaped face, bracket shaped eyebrow and male expression. The archaeologists believe Viharn at Wat Phra Kaew was decorated with stucco works. On the wall of the Viharn, behind the principle Buddha might be the mural painting illustrated the history of Buddha.



**Figure 2.3 : Wat Phra That**

**Source :** <http://www.panoramio.com>, 2014 : Online

Wat Phra That was laid out in a rectangular plan. A temple wall of laterite and brick had only one entrance on the eastern side. Temple buildings were constructed along an east-west axis, the front of the temple is a base of a Vihara made of laterite.

Behind the Vihara base is the principal circular, or bell-shaped Chedi made of brick in the Sukhothai style.

The Chedi enclosed with on L-shaped gallery is in fairly good condition. The layout of the buildings in Wat Phra That is a combination of the Sukhothai and Ayutthaya styles. The principal circular or Chedi of Wat Phra was made of brick except for the unadorned base of laterite. The octagonal base of several receding tiers makes this Chedi very tall. That is regarded as the architectural style of Kamphaeng Phet.



**Figure 2.4 : Sa Mon**

**Source :** <http://www.panoramio.com>, 2014 : Online

Sa Mon is the site of the palace located to the north of Wat Phra Kaeo with a square earthen wall almost touching the northern city wall. Surrounded the walls on three sides are moats with a pond in the middle. There are no standing structures remaining today. An archaeological excavation undertaken by the Fine Arts Department a rectangular laterite base of a building. Fragments of roof tiles were also found in large numbers. The building was probably made of wood. Other archaeological finds include fragments of Sangkhalok ware, Chinaware, and a bronze chain for fastening a gate. The whole area was enclosed since it was at the heart of the town.





**Figure 2.5 : Forts, wall and moats**

**Source :** <http://www.panoramio.com>, 2014 : Online

Kampheng Phet literally means wall made of diamond. In reality, Kamphaeng Phet has a strong defines; difficult for the enemy to seize the town. The same as diamond is strong and difficult to have any tools destroyed it. Someone said our town title is "The Unbreakable Wall".

## **2) The Aranyik area : located outside the town walls;**

This Buddhist monastery is located on the West bank of the Ping River and at the heart of Nakhon Chum Town. Within its compound there is a Burmese style Chedi. Many bronze Buddha images of the Sukhothai and Ayutthaya Periods were found in its temple situated to the South. It has been assumed that an original style of the Chedi is Sukhothai architecture traditionally called Phum Khao Bin. The present pattern is a result of the restoration by a Burmese millionaire one hundred years ago.

Wat Sum Ko located outside of Kamphaeng Phet Historical Park, south of Nakhon Chum in the Aranyik area. There is a small measure of vertical walls of the temple, this temple again with no traces of a wall was enclosed with a ditch. Today, the ruins still visible is the pagoda was Chairman of brick is located behind the temple. The main Chedi is bell shaped pagoda or octagonal, Sri Lanka.



**Figure 2.6 : Wat Sum Ko**

**Source :** <http://www.panoramio.com>, 2014 : Online



**Figure 2.7 : Thung Setthi Fortress**

**Source :** <http://www.panoramio.com>, 2014 : Online

Thung Setthi Fortress located outside the town wall to the south of Nakhon Chum, this square fortress was made of laterite, with sides of 84 metres, gates on each side. The northern side was completely destroyed. Considering the similarity between these small entrances and window openings from the Ayutthaya period (starting from

the reign of King Narai the Great), it is possible that Thung Setthi fortress was built around the middle Ayutthaya period, under the influence of European architecture.



**Figure 2.8 :** Wat Chedi Klang Thung

**Source :** <http://www.panoramio.com>, 2014 : Online



**Figure 2.9 :** Wat Nong Phikun

**Source :** <http://www.panoramio.com>, 2014 : Online



Wat Chedi Klang Thung, located to south of Muang Nakhon Chum, the monastery surrounded by ditch faces to the East. This temple with no trace of a wall, was surrounded by a ditch as a boundary.

Wat Nong Phikun, facing to east, this temple with a rectangular plan was built outside the town wall in the Aranyik area and enclosed on four sides with a ditch as a line of demarcation. The most significant building is a square, the main of the temple located behind Vihara. Standing on 1.50 metres high, with walls on three sides a front entrance enshrined a huge Buddha image. Wat Nong Phikun was made of bricks with mortar. This temple is similar Wat Si Chum, Wat Tuk and Wat Traphang Thong Lang in Sukhothai.

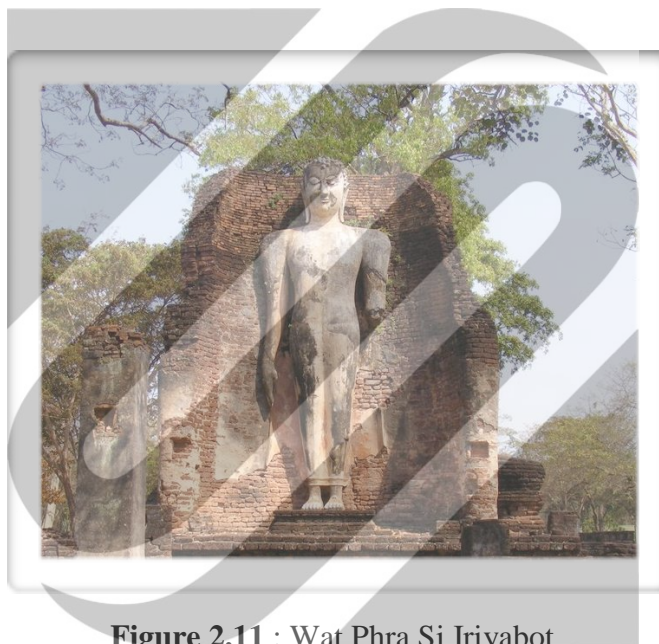


**Figure 2.10 : Wat Phra Non**

**Source :** <http://www.panoramio.com>, 2014 : Online

Wat Phra Non located on the first left-hand side on the road entering the park, Ubosot is in front of Viharn of the Reclining Buddha with the bell tower Chedi as the president of the temple. Located at the back of Viharn. Highlight is the Viharn of the Reclining Buddha consists of a large laterite poles along the beam line on the top and the roof structure made of wood. Inside is the location of reclining Buddha which is at present only brick base remains.

Wat Phra Si Iriyabot is Buddha in sitting posture can be found at most of temples throughout Thailand, but visitors can admire the beauty of the Buddha in four postures at Wat Phra Si Iriyabot as a result of the dedicated creativity served for religion. It's represents that every moment of life we can do for mindfulness, the wise way for out of suffering in Buddhism. Behind the Viharn is the addressing of Phra Si Iriyabot, it is the creation of the four Buddhas; standing, walking, sitting and reclining, facing out the four directions, located under the roof of the building where is not appeared at present.



**Figure 2.11 :** Wat Phra Si Iriyabot

**Source :** <http://www.panoramio.com>, 2014 : Online

Wat Phra Sing located in north of Wat Phra Si Iriyabot, Wat Phra Sing was laid out in a rectangular plan and enclosed with a laterite wall.

The front of the temple is a base of a large building, base in the form of lotuses decorated with ring was designed for ritual walking in a clockwise direction. Low laterite walls were built along two sides of the base, the front was decorated with stucco statues with laterite cores of lions and gate guardians. Eight pedestals for sima stones around the base suggest that the building was a large ordination hall. However, since a structure above floor-level for monks to sit on was found along the southern

wall of the building, first used in the Sukhothai period as a Vihara and later in the Ayutthaya period.



**Figure 2.12 :** Wat Phra Sing

**Source :** <http://www.panoramio.com>, 2014 : Online



**Figure 2.13 :** Wat Chang Rop

**Source :** <http://www.panoramio.com>, 2014 : Online

Wat Chang Rop is shared the same meaning with Wat Chang Lom. They mean the temple that surrounded by the elephants. Temple is located on a hill in

Aranyik. The unique architecture is a large bell-shaped Chedi. The base is decorated with 68 statues of elephants that have worn the ornaments on the necks and legs gracefully. Elephant sculptures here are the creative FINEST. Even in the Sukhothai Historical Park, elephant sculptures there are smaller and less spectacular, such as at Wat Chang Lom and Wat Sorasak.



**Figure 2.14 : Wat Awat Yai**

**Source :** <http://www.panoramio.com>, 2014 : Online

Wat Awat Yai is large temple in the Aranyik area, most of the buildings were made of laterite with some bricks. In front of the temple is a rectangular pond in a bed of laterite, known as Sam Saen pond, no traces of a temple wall. At the front of the temple are two platforms with indented corners on each platform, eight bases of subordinate Chedis were found and built in the same style (bell-shaped) but on the bases of different shapes. Next to the two platforms remains of a Vihara stand in the middle of the Buddhavasa precinct on a large base used for ritual walking, base was made of laterite with stairways on three sides similar to the base for ritual walking on the Vihara in Wat Phra Si Iriyabot. Evidence indicates that the walls of this nine-roomed Vihara were high with openings in the form of a row of balusters to let air in.

Kamphaeng Phet Historical Park is a historical tourist attractions, ancient artifacts and religion. Considered to be an important heritage in the past, creations by

human. Valuable to the history, arts and beliefs influenced culture (Sawitree Pissanupong, 2010).

From the history briefly, today Kamphaeng Phet Province became center of one of the historic attractions. That is old traditional construction with many laterite are included "Kamphaeng Phet Historical Park" has been selected by the United Nations for Education, Science and Culture Organization (UNESCO) to be World Heritage Site on December 1991, until present.

#### **2.2.4 World Heritage Values**

The remains of ancient monuments and art objects at the sites of present-day Sukhothai, Si Satchanalai and Kamphaeng Phet reflect the so-called “dawn of happiness” period and the dawn of Thai history. From the declaration of independence from the Khmers and the formation of the first Thai kingdom, until the 13th to 14th centuries when Sukhothai was one of the most important centres in Southeast Asia, spans a period of over two hundred years. Because of its historical importance, Sukhothai and its associated towns were developed as historical parks and were added to the World Heritage List in 1991 under the following criteria:

Criteria I: represents a masterpiece of human creative genius.

Criteria III: bears a unique or at least exceptional testimony to a cultural tradition or to a civilization which is living or which has disappeared.

The monuments and art objects in Sukhothai and its associated towns: Si Satchanalai and Kamphaeng Phet reveal a high level of expertise and the architectural and artistic style of the kingdom became the prototype of art in later periods. The characteristic Chedi in the form of a lotus bud or “Phum Khao Bin” together with Buddha images in a walking position are proof of this success (Thailand’s World Heritage).



### **2.3 Definitions of tourism**

Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited. (World Tourism Organisation/WTO) The temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs. (Mathieson and Wall,1982) The sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these tourists and other visitors. (Macintosh and Goeldner, 1986)

McIntosh, Goeldner and Ritchie (1995) quoted in Weaver and Oppermann (2000) gave explanation of tourism as being the sum of the phenomena and relationships arising from the interaction among tourists, business suppliers, universities, host communities, origin governments, host governments, community colleges and non-governmental organizations, in the process of attracting, transporting, hosting and managing these tourists and other visitors.

Coltman (1989) explained more about tourism that in 1963, the United Nations organized a conference on international travel and tourism in Rome, Italy and adopted in 1968 by the International Union of Official Travel Organisations (later to become the World Tourism Organisation). The meeting agreed to have common definition of tourism because it had broad meaning. There was an agreement for members to replace the term “International tourist” by “visitor”. Visitor means as any person traveling to a country, other than that in which he or she normally resides, for any reason other than following an occupation remunerated from within the country visited. This definition was created for international travellers, but it can easily be adapted for tourists traveling within their own country (domestic by substituting the word region or area for country. Visitor thus can refer to 2 sorts of traveler.

1) Tourist, a tourist is any visitor staying more than 24 hours in a country, region, area and making an over night stay for any reasons (business, congress convention, family, friends, health, holiday, leisure, meeting, mission, recreation, relatives, religion, sport, study vacation) except for paid work.

2) Excursionists (Day visitors), visitors stay for less than 24 hours and not stay overnight at the destination.

WTO has developed a series of Recommendations on Tourism Statistics issued from the 1991 Ottawa Conference and which were officially adopted by the United Nations Statistical Commission in 1993. It recommended a part of concerned meaning below;

1) International visitor, any person who travels to a country other than that in which he/she has his/her usual residence and outside his/her usual environment for a period not exceeding 12 months and whose main purpose of visit is other than the exercise of an activity remunerated from within the country visited.

2) Domestic visitor, any person residing in a country who travels to a place within the country and outside his/her usual environment for a period not exceeding 12 months and whose main purpose of visit is other than the exercise of an activity remunerated from within the place visited.

3) Overnight visitor (Tourist), any visitor who stays at least one night in collective or private accommodation in the place visited.

4) Same-day visitor (Excursionist), any visitor who does not spend the night in collective or private accommodation in the place visited. This definition includes cruise passengers who arrive in a country on a cruise ship and return to the ship each night to sleep on board even though the ship remain in port for several days also included in a group by extension, owners or passengers of yachts and passengers on a group tour accommodated in a train.

Mill and Morrison (1992) said that tourism was difficult to explain and difficult to consider as an industry. Tourism itself was not industry yet it enabled many kinds of related business. Tourism is an activity relevant to someone's traveling.

They also added that no certain definition of tourism was applicable in general. There were some vague relations among tourism, traveling, recreation and leisure. These relations were confusing. Nevertheless, to define tourism as industry under clear conditions, the clearer view of tourism could be seen by insider and outsider of tourism.

### **2.3.1 Cultural/Heritage Tourism**

The term "heritage" is not only landscapes, natural history, buildings, artefacts, cultural traditions and the like that are literally or metaphorically passed on from one generation to the other, but those among these which can be promoted as tourism products. He also suggested that heritage sites should be differentiated in terms of types of heritage: built, natural, and cultural heritage. Furthermore, Hall and Zeppel (1990) supply definitions for cultural tourism and heritage tourism. The former is tied with visual attractions, performing arts, and festivals, whereas the latter involves visits to historical sites, buildings, and monuments.

Heritage tourism is referred to as experiential tourism because visitors often wish to immerse themselves in the historical environment and experience. In her study of the connection between heritage and tourism, Peterson (1994) reveals three major reasons for visiting historic sites: to experience a different time or place, to learn to enjoy a cerebral experience, and to share with others or teach children the history of the site.

Heritage tourism is also described as a segment of travellers who are highly motivated by performing and visual arts, cultural exhibitions, and other related attractions. As tourists are becoming more sophisticated, their need to recapture the past has been increasing. Tourists have been visiting cultural/heritage sites more



frequently. Cultural/heritage tourism offers several benefits to tourists and residents, as well as governments.

First of all, cultural/heritage tourism protects historic, cultural and natural resources in communities, towns and cities. People become involved in their community when they can relate to their personal, family, community, regional or national heritage. This connection motivates residents to safeguard their shared resources and practice good stewardship.

Second, cultural/heritage tourism educates residents and tourists about local/regional history and traditions. Through the research about and development of heritage/cultural destinations, residents will become better informed about local/regional history and traditions which can be shared with tourists.

Third, cultural/heritage tourism builds closer, stronger communities. Knowledge of heritage provides continuity and context for communities, which instills respect in their residents, strengthens citizenship values, builds community pride and improves quality of life.

Fourth, cultural/heritage tourism promotes the economic and civic vitality of a community or region. Economic benefits including the creation of new jobs in the travel industry, cultural attractions and in travel-related establishments, economic diversification in the service industry, (restaurants, hotels/motel, bed-and-breakfasts, tour guide services) manufacturing (arts and crafts, souvenirs, publications) and agriculture, (specialty gardens or farmers' markets) encouragement of local ownership of small businesses, higher property values, increased retail sales and substantial tax revenues (Virginia Department of Historic Resources, 1998).

## **2.4 Factors Associated with Increased Tourism Demand**

### **2.4.1 Push factors influencing a destination**

Many of generic factors that influence the growth of tourism and have stimulated

the demand for tourism called as push factors. Five main push factors are considered namely economic, social, demographic, technological, and political factors.

### **1) Economic factors**

The most important economic factor associated with an increased demand for tourism is the level of affluence in a particular country. In general, the scope and volume of tourism increases as a society becomes more economically developed and as more discretionary household income is subsequently made available to an ever-widening portion of the population. Discretionary household income is the money that remains available to a household after the basic needs of food, clothing, transportation, education and housing have been met. Economic wealth is most commonly measured by the per capita Gross National Product (GNP), or the total value of all goods and services produced by the country in a given year divided by the total resident population. Bank of Thailand (BOT) reports that Thailand GDP per capita is 107,089 baht in 2005 (BOT, 2006).

### **2) Social factors**

The major social trends that have influenced participation in tourism are the increase in discretionary time, its changing distribution and shifts in the way that society perceives this use of time. Thailand's national public holidays are linked to religious or agricultural traditions and follow the lunar calendar, therefore the dates for some of the holidays change each year. Additionally, national public holidays in Thailand are thirteen days, namely New Year's Day, Makha Bucha Day, Chakri Day, National Labor Day, Coronation Day, Visakha Bucha Day, Asnha Bucha Day, Khao Phansa Day, HM the Queen's Birthday, Chulalongkorn Day, HM the King's Birthday, Constitution Day and New Year's Eve. The holiday portion of the reduced working year made lengthy domestic and international holidays accessible for the first time to the bulk of the population, depending on the extent to which each household identified such activities as the preferred use of its discretionary time.

### **3) Demographic factors**

Distinctive demographic transformations, at least four of which increase the propensity of the population to engage in tourism-related activities that are reduced family size, population increase, urbanization, and increased life expectancy. Chandler and Costello (2002) examined a profile of visitors to nationally significant heritage tourism destinations in East Tennessee and the findings confirmed that visitors at all destinations were extremely homogeneous with regard to their demographics and their lifestyle and activity level preferences.

One of the factors that accounts for this trend is the decline in infant mortality rates. Due to the costs of raising children, small family size is usually equated with larger amounts of discretionary time and household income. Also of great importance is the entry of women into the workforce, the elimination of children as a significant source of labor and the desire of households to attain a high level of material wellbeing.

### **4) Technological factors**

The crucial role of transportation in the diffusion of tourism has already been illustrated by the influence of the railway on the development of seaside resorts and by the steamship on incipient long-haul tourism during the late 1800s. As important as these were, however, they pale in comparison to the impact of aircraft and the car. Interestingly, there is no major new innovation comparable in their impacts on tourism to the jet engine or the jumbo jet has been introduced for the past three decades.

Transportations include road, railroad, air and marine transportation. Road transportation consists of own car, taxi, minibus, normal bus (cream-blue/cream-red), express bus, air conditioned bus, air conditioned minibus, and coach. Railroad usually refers to train which in Bangkok including sky train (BTS) and underground train (MRT). Air transportation usually refers to airplane and helicopter. Marine transportation consists of express boat, long-tail boat, ferry, and cruiser.

## **5) Political factors**

Tourism is fundamentally dependent on the freedom of people to travel both internationally and within their own countries. Thailand is governed by constitutional monarchy. Political accessibility refers to the conditions under which visitors are allowed entry into a destination. Except in authoritarian states, where strict restrictions on internal travel are often imposed, political access is not a significant issue in domestic tourism.

### **2.4.2 Pull factors influencing a destination**

There are general factors that can potentially encourage or dissuade tourist traffic to any particular destination. These pull factors are distinct from the push factors as they focused on the supply side of the tourism equation. As with the push factors, the use of the term pull is metaphorical, since, of course, there is no actual physical pulling of tourists into a destination, or pushing of tourists out of a particular origin region.

#### **1) Geographical proximity to markets**

Controlling for all other factors, an inverse relationship is likely to exist between the volume of traffic flowing from an origin region to a destination region and the distance separating the two. That is, the number of visitors from origin A to destination B will decrease as distance between A and B increases, owing to higher transportation costs and extended travel times. In addition, the volume of traffic will be proportional to the size and prosperity of the origin market, with large and wealthy markets generating larger flows.

#### **2) Accessibility to markets**

The effects of distance can potentially be neutralized by developments that make destinations more accessible to origin regions. This issue can be assessed in terms of infrastructural accessibility and political accessibility. Infrastructural

accessibility refers to the availability and quality of transportation linkages such as air routes, highways, ferry links, and so on, within relevant transit provinces, and of similarly effective gateway facilities such as seaports and airports within the destination and origin provinces. Whether or not a suitable degree of physical accessibility can be maintained depends on many factors, including the availability of funds, physical barriers (including distance itself) and the ability to cooperate with other destinations and intervening jurisdictions in the transit region to establish effective air, land and sea linkages.

### **3) Availability of attractions**

There is widespread agreement among tourism researchers that attractions, because of their crucial role in drawing tourists, are the most important component of the tourism sector, and a major factor around which the development of a destination will depend. The ability of a destination to draw visitors depends on factors such as the quality, quantity, diversity, uniqueness and accessibility of its attraction assets.

Attractions is their susceptibility to fashion and social change, suggesting that the ability of a destination to manipulate the incoming tourists flow will always be subject to demand-side factors beyond its control.

### **4) Cultural links**

A desire to seek out exotic venues has undoubtedly been one of the most important motivating forces for tourism throughout history.

### **5) Availability of services**

With only a few exceptions, tourists will avoid attractions if affiliated services are unavailable or of poor quality (Weaver & Opperman, 2000). The importance of transportation access must be added the presence of adequate tourism-related facilities such as accommodation, toilets, dining facilities and visitor bureaus.

## **6) Affordability**

All other factors being equal, reductions in cost will generate increases in the number of tourist arrivals to a destination, as demonstrated with respect to the effect of distance on transportation costs. The cost of living in a destination region relative to an origin area is another important factor, since a high proportion of total trip costs are normally incurred within the destination. Alternatively, they may restructure their marketing campaigns to attract higher-end markets that are less sensitive to monetary cost.

## **7) Peace and stability**

The tourist market is sensitive to the existence of social or political instability within destinations. Accordingly, and not surprisingly, significant declines in the number of tourist arrivals have occurred during periods of Tsunami in late December 2004. Growth slowed to 4.4% in 2005 ("CIA World Fact Book," 2006). The negative effect of instability on tourism, moreover, is not necessarily confined to the period of actual conflict as Thailand is currently facing armed violence in its three Muslim majority southernmost provinces.

However, developments that may assist anti-tourist terrorism include increased security among non-tourist foreigners and growing public frustration with the peace process.

## **8) Positive market image**

Images are of immense importance in discretionary forms of tourism such as recreational vacations, where the destination is not predetermined by business or social considerations. This is because the product, at least for first-time visitors, is an intangible one that cannot be directly experienced prior to its consumption. In these cases, potential visitors must rely on their images in arriving at a decision to patronize one destination over another. Accordingly, image research within the field of tourism studies has generally tended to focus on the market awareness and evaluation of destinations and their products, in order to better inform the marketing

effort. To culminate in an actual visit, the potential tourist must first be aware that a destination exists.

### **9) Pro-tourism policies**

The pull effect of a destination can be positively influenced by the introduction and reinforcement of pro-tourism policies. Governments as Tourism Authority of Thailand (TAT) can and often do employ awareness campaigns among the resident population to promote a welcoming attitude towards visitors, in order to foster a positive market image. Moreover, the pro-tourist behaviour of individual hotel employees, travel guides and customs officials should be exercised, encouraged, and rewarded.

### **2.4.3 Theories of Satisfaction**

Many theories have been used to understand the process through which customers form satisfaction judgments by evaluating actual product or service.

Customer satisfaction is defined as a customer's overall evaluation performance of an offering to date. This overall satisfaction has a strong positive effect on customer loyalty intentions across a wide range of product and service categories (Gustafsson, 2005).

### **Tourist Satisfaction**

Satisfaction is created by the comparison of the customer's expectation before and after consumption. Obviously, if the performance of the service or product can not fulfil the expectation, dissatisfaction will appear. Specifically, tourist satisfaction is created by the comparison of pre-travel expectations and post-travel experiences (Chen and Chen, 2010). In simple words, when experiences of a tourist compared to the expectation results in feeling of gratification, the satisfaction is created. From the discussion it is understood that satisfaction of tourists are caused by two different dimensions; Firstly, it is related to the pre-expectation of the tourist before the travel; Secondly it is referred to justification of the tourist on the delivered services after the

travel based on the real experiences. In other words, tourist satisfaction is directly affected by the tourist expectation (Xia et al., 2009; and Song et al., 2011) and perceived value (Huang and Su, 2010; Chen and Chen, 2010; and Song et al., 2011).

On the other hand, both practitioners and academics understand that consumer loyalty and satisfaction are inextricably intertwined (Lee et al. 2011). Several authors such as Sadeh et al. (2011) attempted to investigate whether the satisfaction lead to the loyalty or not. Further, this is frequently confirmed that the satisfied tourist would like to visit the place again and also encourage other tourists to visit it (Huang et al., 2006; Hui et al., 2007; and Su and Fan, 2011).

### **Tourists Behaviour**

The understanding of tourists' behaviours is difficult because it has many variable factors affecting decisions and interpretations. This complexity is an intimidating task for researchers and managers attempting to collect large samples using structured questionnaires, employing quantitative analysis techniques, and interpreting survey findings (Martin, 2007). To take adequate action in the area of tourism marketing, it must be understand how people perceive such things as destination areas, air travel, travel distances and travel advertising; how they learn to consume and to travel; how they make decisions; and how personality affects those decisions. The tourism marketing situation requires an appraisal of the effect of economic and social changes, generating factors that will increase certain types of leisure activities and decrease others. The rise in the cost of energy, the improvement of forms of communication, the trend to smaller family units and to live in smaller spaces, the access of more people to higher education are examples of general and diverse factors that have to be taken in to account for an assessment of the trend of tourism, in relation to regional or foreign markets (Moutinho, 2001).

### **Tourists Behaviour Modelling**

In terms of consumer behaviour model, the purpose of this model is to attempt to give a simplified version of the relationship of the various factors that influence



consumer behaviour. The model was developed to describe consumer behaviour with the intention of trying to control the behaviour pattern (Swarbrooke, J. and Horner, S. 1999). Foxall and Goldsmith (1994) suggested that the consumption process means little in the absence of a general understanding of how consumers act. The consumer behaviour is a sequence of problem-solving stages as follows.

- 1) The development and perception of a want or need.
- 2) Pre-purchase planning and decision making.
- 3) The purchase itself
- 4) Post-purchase behaviour which may lead to repeat buying, repeat sales and disposition of the product after consumptions.

## **2.5 Demographic factors**

Attempts to segment a particular market by traveler or demographic characteristics have been very popular (Andereck and Caldwell, 1994). The majority of information collected and required for making tourism decision involves many important factors such as tourists demographic, time and duration of visit, expenditure, purpose of visit, type of transportation used, and types of accommodation used (Dickman, 1989).

### **1) Gender**

It has been claimed that gender differences in tourists' behaviour have been avoided by researchers (Kinnaird and Hall, 1996; Ritcher, 1995). Some of research has suggested that the holiday motivation of young men and woman are different. Gendered differences have also been observed in the behaviour of tourists during their holiday experiences (Gibson, 1996).

In contrast to the tourism literature, a gender difference in the leisure behaviour of people in their home environment has been widely researched. Indeed, it has been suggested that men and woman engage in different leisure activities in their home environment (Hendeson, 1988). Differences in the leisure behaviour of men and women may be related with the places in which they live.

The gendered differences in leisure activities may also help in the creation and maintenances of gender ideologies (Shaw, 1996). Therefore, this suggested research leads to the different reason for the travel intentions separate gender.

## **2) Age**

It is popular criteria used in demographic segmentation; it can have a significant bearing on consumer behaviour (Waver and Lawton, 2002). Traveling abroad for pleasure is a privilege to the rich, and therefore to the older people. An ageing population has more discretionary income, better health and more leisure time than any other age group (Go, 1997). McIntosh and Goeldner (1995), also mention that age is the greater interest to tourism managers than the actual population count.

Children and institutionalised elders are not traveling consumers therefore, it is worthwhile to look at what is happening to the age segments of population and identify the impact on tourism demand. The change in the population's demographic composition will have a positive influence on the tourism market because the proportion of young people will fall drastically in the coming years and the percentage of senior citizens will increase (Hansruedi, 2001).

## **3) Education level**

It has a positive impact on pleasure travel (McIntosh and Goeldner, 1995). Education is another factor deserving attention from tourism managers, since it tends to broaden peoples' interest and stimulate travel. A report made in 1990 shows that there is a trend throughout the world of more people having the advantage of higher education, which has been pointed at as an important factor in the development of tourism("Study on the economic impact of tourism on national economies and international trade,1996).

Some research reported that people with college education take more pleasure trips than those with only high school educations, and with those with high school educations take more trips than those with only grade school educations.

#### **4) Occupation**

Affects the goods and services bought, it is closely related to both income and education, and certain lifestyles are associated with certain occupation; all this has impact on travel (McIntosh and Goeldner, 1995).

#### **5) Income segmentation**

Whether targeting the higher or lower income groups, makes sense because the spending levels of various income groups suggest the patronage at different type of travel (Hsu and Powers, 2002). Many studies of tourism demand show the relevance of four exogenous variables to explain tourism demand that the level of income of the potential tourists, the relative price level in the two countries as well as in alternative destinations, the cost of travel from the point of origin to the destination and the currency exchange rate (Hailin and Lam, 1997).

According to the Hailin and Lam's study, the increasing number of Chinese tourists traveling abroad and the future growth of this market depend on two essentials: the financial ability to travel and the permission. The rise of income can affect outbound travel of a nation in two ways; (1) the financial sources, to fund travel, especially for leisure purposes, (2) a rise in business activities, which can stimulate business travel to foreign markets (Frechtling, 2001).

#### **6) Nationality**

An explanatory approach to the study of the value of nationality in regard to tourist behaviour was taken by Pizam and Sussman (1995). They indirectly examined if all tourists were perceived to be alike regardless of nationality, or if nationality made a difference to perceptions. This was done by identifying perceptions that British tour guides had of tourists and to test whether there were significant differences by nationality in these perceptions. The study concluded that nationality does count along with other variables and should be considered in predicting variation in tourist behaviour.

## **2.6 Tourism Marketing Mix**

Kotler and Armstrong (2007) have defined marketing strategy as a marketing logic with which a business achieves their goals and generate profit on the basis of their relationship with the customers. This involves differentiation, value proposition and fulfilment of customer requirements. A marketing strategy can be successful with an appropriate marketing mix, meaning the availability and use of controllable marketing tools with an aim to satisfy the target consumers. A hugely popular marketing strategy is 4Ps which comprises product, price, place and promotion (Kotler et al., 1999).

However, tourism requires service marketing which is considerably different from product marketing because it is a service, production and consumption take place at the same time. Kandampully (2002) suggests that traditional 4Ps marketing mix cannot sufficiently satisfy the requirements of the tourism market. Therefore, he has decided to expand it as 7Ps marketing mix, comprising product, place, price, promotion, people, process and physical evidence.

### **1) Product**

The tourism product different from other products due to the wide range it covers, including such areas as accommodations, transportation, food, recreation and attractions. Often the product includes intangibles such as history, culture and natural beauty. Many times the hospitality or tourism product is viewed as more of a “service” in the customer’s eyes.

### **2) Price**

This refers to the amount customers pay for the product or service provided. A quality tourism experience at a fair price is what the customer is looking for in most cases. Pricing should be based upon clear-cut goals and objectives: survival, profit maximisation, market share, competition or positioning.

### **3) Place**

All the company activities that make the product or service available to target customers.

### **4) Promotion**

Arrange of activities can be used to convince customers to buy the product including information kits, web sites, advertising, personal selling, sales promotion, travel shows, and public relations. Utilise tourist information centres, such as welcome centres.

### **5) People**

Consumers, employees, management and everybody else directly and indirectly involved in the consumption of a service.

### **6) Process**

Method and process of providing a service and is hence essential to have a thorough knowledge on whether the service are helpful to the customer, if they are provided in time, if the customers are informed in hand about the services and many such things.

### **7) Physical evidence**

The environment in which the service is delivered. It also includes tangible goods that help to communicate and perform the service.

## **2.7 Related research**

Richards (1996) focused on the marketing and development of European cultural tourism. He chose several attributes related to cultural/heritage destinations in order to analyse European cultural tourism. Especially, through analysing these attributes, this article indicated a rapid increase in both the production and consumption of heritage attractions.

Reisinger and Turner (2000) examined and identified the factors influencing Japanese tourists' satisfaction with destination attributes in Hawaii and the Gold Coast of Australia. Hawaii and the Gold Coast are described as the major alternative destinations for Japanese tourists. Twenty-seven elements of satisfaction with destination choice were analysed and compared between the two destinations. Japanese tourists were satisfied with more attributes in Hawaii than those on the Gold Coast. The study found that more destination attributes in Hawaii were ranked with higher satisfaction levels by Japanese tourists and the multifaceted aspect of the Gold Coast has not been recognised by Japanese tourists.

A destination may provide a large number of diverse attractions, or just one specific attraction (Weaver & Opperman, 2000). For the cultural tourism, it is essential that the destination address basic issues such as infrastructure, easy access, safety and security. Additionally, since cultural tourism requires a very high level of interpretation, guide services especially must be of excellent quality. Other forms of interpretation such as maps, guidebooks, pamphlets, signage, story boards, and audio-visual/interactive displays must be made available to tourists to supplement or complement guide services. Visitor centers, where tourists are oriented about the cultural attraction they are about to visit, have become very important interpretation tools.

Pisanu (1999) studied factors affecting the tourist's acceptance of the existing tourism in Thailand. The objectives were to study the demographic background of the tourists; to study the related factors of the tourist's acceptance in Thailand's tourist industry; and to study the marketing mix of the tourist industry. Which stated that price in the marketing mix factors affected the tourists' behaviour of the existing tourism in Thailand. Therefore, the price and place and place were not highly sufficiently important to tourists to visit.

Sudara (2007) and Chang (2006) who found visitors at all destinations were extremely homogenous with regard to their demographics, lifestyle, and activity level preferences. In contrast, the study of Weaver & Oppermann (2000); Kotler (2003); Alegre & Pou (2005), argued that tourists' socio-demographic segmentation can

readily be associated with specific types of tourism behaviour including wants, preferences, and usage rates thus, the tourist's demographic profiles should have a direct influence on satisfaction. Supajittra (2000) which concluded that the cultural differences between Thailand and other countries could attract visitors who were traveling to learn and experience particular features of an area, such as cultural themes including handicrafts, attractions, architecture, history and traditional life styles.

Weaver and Oppermann (2000) stated that promotion was the attempt to convey a positive image of the product to potential customers by appealing to the perceived demands, needs, tastes, values and attitudes of the market. It could be said that promotion was a vital factor in tourists' opinions. However, promotion as one of the marketing mix factors could not affect to tourists's behaviour.

Kannan, Srinivasan (2009) stated that physical evidence in the marketing mix factors affected the tourists' behaviour, in tourism the physical evidence is basically depends on travel experience, stay, and comfort.

Atkinson (1988) found out that cleanliness, security, value for money and courtesy of staff determine customer satisfaction. Knutson (1988) revealed that room cleanliness and comfort, convenience of location, prompt service, safety and security, and friendliness of employees are important. A study conducted by Akan (1995) claimed that the vital factors are the behaviour of employees, cleanliness and timeliness. On the other hand the study by Choi and Chu (2001) concluded that staff quality, room qualities, and value are the top three hotel factors that determine traveller's satisfaction.

## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

The previous chapter have been conducted to better understanding tourists' satisfaction. This chapter is methodology included scopes of the study, population and sample size, research planning process, hypotheses of the study, research design and instrument, data collecting procedure, and data analysis.

#### **3.2 Scope of Study**

This study employed a survey questionnaire, non format interview, observation and documentary as the instruments to collect data from tourists who traveling to Kamphaeng Phet Historical Park during October to December 2013. Whilst non format interview collected qualitative data from some tour operators/tour guide and tourists (total amount of 30 respondents) asking about their opinions about marketing mix elements of Kamphaeng Phet Historical Park.

#### **3.3 Population and Sample Size**

Population of this study was tourists who traveling in Kamphaeng Phet Historical Park, both male and female with the age over 18 years old. According to table 3.1 data from Tourism Authority of Thailand in 2012, there were 189,277 tourists visited in Kamphaeng Phet Historical Park.

**Table 3.1** Kamphaeng Phet Historical Park' statistic

<b>Tourist</b>	<b>Thai</b>	<b>Foreign</b>	<b>Total</b>
2010	180,098	6,431	186,529
2011	175,162	6,985	182,147
2012	182,060	7,217	189,277

**Source:** <http://kamphaengphet.mots.go.th>, 2014 : Online



The size of sample group in this study was calculated by using Taro Yamane (Yamane, 1973) equation as follows:

$$n = N / 1 + N (e)^2$$

When

$n$  = Sample size

$N$  = 189,277

$e$  = Significant level (0.05)

From equation the sample size can be calculated as follows;

$$\begin{aligned} n &= 189,277 / 1 + 189,277(0.05)^2 \\ &= 399.16 \end{aligned}$$

Therefore, this study collected data from 400 samples from tourists who traveling to Kamphaeng Phet Historical Park, both male and female with the age over 18 years old. Data collection conducted by using convenience sampling technique at Kamphaeng Phet Historical Park.

### **3.4 Research Planning Process**

- 1) Identification of the problem
- 2) Assessment of value of the research process
- 3) Development of the research proposal
- 4) Development of the research design
- 5) Determination of data collection methods and procedures
- 6) Determination of analytical procedures
- 7) Evaluation of results
- 8) Final report including results

### 3.5 Hypotheses of Study

*Ho1* Tourists with different gender backgrounds are no different in their satisfaction on marketing mix factors when visit to Kamphaeng Phet Historical Park.

*H1* Tourists with different gender backgrounds are different in their satisfaction on marketing mix factors when visit to Kamphaeng Phet Historical Park.

*Ho2* Tourists with different ages are no different in their satisfaction on marketing mix factors when visit to Kamphaeng Phet Historical Park.

*H2* Tourists with different ages are different in their satisfaction on marketing mix factors when visit to Kamphaeng Phet Historical Park.

*Ho3* Tourists with different marital status are no different in their satisfaction on marketing mix factors when visit to Kamphaeng Phet Historical Park.

*H3* Tourists with different marital status are different in their satisfaction on marketing mix factors when visit to Kamphaeng Phet Historical Park.

*Ho4* Tourists with different education level are no different in their satisfaction on marketing mix factors when visit to Kamphaeng Phet Historical Park.

*H4* Tourists with different education level are different in their satisfaction on marketing mix factors when visit to Kamphaeng Phet Historical Park.

*Ho5* Tourists with different income levels are no different in their satisfaction on marketing mix factors when visit to Kamphaeng Phet Historical Park.

*H5* Tourists with different income levels are different in their satisfaction on marketing mix factors when visit to Kamphaeng Phet Historical Park.

*Ho6* There is no significant relationship between tourists' behaviour and tourists' satisfaction on marketing mix factors when visit to Kamphaeng Phet Historical Park.

*H6* There is a significant relationship between tourists' behaviour and

tourists' satisfaction on marketing mix factors when visit to Kamphaeng Phet Historical Park.

### **3.6 Research Design and Instrument**

The research is designed as convenience sampling in which the questionnaire will be conducted in Kamphaeng Phet Historical Park. The questionnaire will be distributed to respondents during October to December 2013.

**3.6.1 Questionnaire** will be composed of 4 parts as below;

**Part I:** Tourists demographic characteristics, questions number A1 to A5. Consist of questions including gender, age, marital status, education level and income (per month). This part has 5 closed-ended questions, it is a question format that limits respondents with a list of answer choices from which respondents must choose to answer.

**Part II:** Tourists behaviour characteristics, questions number B1 to B5 with 5 closed-ended questions. Consist of tourists behaviour during the trip, questions are including travel party, time spend during visited, information sources and journey.

**Part III:** Marketing mix elements on tourists satisfaction, consist of evaluation about the marketing mix elements of Kamphaeng Phet Historical Park are including products, prices, place, promotions, people, process and physical evidence. It is likert-scale, with 28 topics which respondents must evaluate.

**Part IV:** Comments or suggestions, consist of open-ended question.

Respondents write a comment to get a better understanding of their experience. and suggestions for Kamphaeng Phet Historical Park.

Questionnaire were used of a rating scale to understanding the satisfaction, 5 = Completely satisfied , 4 = Very satisfied, 3 = Somewhat satisfied, 2 = Slightly satisfied and 1 = Not at all satisfied.

The researcher defines the criteria to measure level of variable according to the separate of five levels following Likert's scale. The class interval is calculated by creating a frequency distribution from grouped data to find the range of the scores (highest minus lowest score); make a preliminary choice of the desired number of class intervals; determine the interval width by dividing the range by the number of class intervals; determine the lower real limit of the lowest interval; prepare a list of the limits of each class interval, starting at the bottom; and count the number of observations that occur in each interval (Kendall, R.L.1969).

The researcher will find the mean and interpret by using the strategic formula of width of class interval that can divide into 5-class-interval for the questions C1 to C28.

### **3.6.2 Interview**

This study used an unstructured interview with tourist who visited Kamphaeng Phet Historical Park during October to December 2013. The interview that has no format, open-ended questions and discussions by voice recording, but in which interview may have some key questions cover 7P's marketing mix elements of Kamphaeng Phet Historical Park. It is helpful to anticipate need to speak with informants on multiple occasions. An unstructured interview has interviewed choosing by random with 30 respondents.

### **3.6.3 Observation**

This study used Non-participant observation, is the way of studying and observing tourists behaviours, observational investigative method whereby the researcher attends with group events and records the observations without taking part in the groups activities. Attempts to observe tourists without interacting with them. Observation were analysed by descriptive statistics. This observation method is also useful for gaining an understanding of the tourists behaviour

#### **3.6.4 Documentary**

Documentary is an information including background, history and significance of attractions in Kamphaeng Phet Provinces and tourism statistics. Documentary were collected from research documents, journals, articles, annual reports, internet and government publications.

#### **3.7 Data Collecting Procedure**

The researcher uses structured for collecting data are as follows:

- 1) Collecting information from various sources such as books, journals, government publications, government or international organizations annual reports and internet.
- 2) Conducting questionnaires in Kamphaeng Phet Historical Park
- 3) Analyzing the data and testing hypotheses.
- 4) Concluding and making recommendations.

#### **3.8 Data analysis**

The researcher analyzed data variables using statistical computer software packages for the results. The outputs of the program have been presented in chapter four.

When the data has been collected, the data will be analyzed statistically. The researcher will calculate frequency, mean percentage, standard deviation and ANOVA (F-test) for data analysis and testing hypotheses.

## RESEARCH FINDINGS

### 4.1 Introduction

The previous chapter have been conducted research methodology. The purpose of this chapter is to presents findings from descriptive analyzed of respondents' demographic data and tourism behaviour of the respondents. The hypothesis test results are also presented as follows.

### 4.2 Demographic data of respondents

Demographic data of the respondents obtained from questionnaires was analyzed and presented in the following tables.

**Table 4.1** Demographic Data Classified by Gender

	Gender	Frequency	Percentage (%)
	Male	177	44.2
	Female	223	55.8
	<b>Total</b>	<b>400</b>	<b>100.0</b>

Findings from Table 4.1 revealed that major group of respondents gender were female (55.8%) and follows by male (44.2 %).

**Table 4.2** Demographic Data Classified by Age

	Age	Frequency	Percentage (%)
	18-29 years	181	45.2
	30-39 years	61	15.2
	40-49 years	111	27.8
	50-59 years	33	8.2

**Table 4.2** Demographic Data Classified by Age (Cont.)

Age	Frequency	Percentage (%)
60 years and above	14	3.5
<b>Total</b>	<b>400</b>	<b>100.0</b>

Findings from Table 4.2 revealed that major group of respondents age were 18-29 years (45.2%), follows by 40-49 years (27.8%), 30-39 years (15.2%), 50-59 years (8.2%), and 60 years and above (3.5%) respectively.

**Table 4.3** Demographic Data Classified by Marital status

Marital status	Frequency	Percentage (%)
Single	243	60.8
Married	120	30.0
Divorced	8	2.0
Separated	23	5.8
Widowed	6	1.5
<b>Total</b>	<b>400</b>	<b>100.0</b>

Findings from Table 4.3 revealed that major group of respondents' marital status were single (60.8%), follows by married (30.0%), separated (5.8%), divorced (2.0%), and widowed (1.5%) respectively.

**Table 4.4** Demographic Data Classified by Education level

Education level	Frequency	Percentage (%)
High School	29	7.2
Certificate/Diploma	93	23.2
Bachelor Degree	190	47.5
Master Degree	67	16.8
PhD	21	5.2
<b>Total</b>	<b>400</b>	<b>100.0</b>

Findings from Table 4.4 revealed that major group of respondents education level were Bachelor degree (47.5%), follows by certificate/diploma (23.2%), master degree (16.8%), High school (7.2%), and Phd (5.2%) respectively.

**Table 4.5** Demographic Data Classified by Income (per month)

Income (per month)	Frequency	Percentage (%)
Less than 7,500 Baht	49	12.2
7,501 Baht - 10,000 Baht	93	23.2
10,001 Baht - 20,000 Baht	87	21.8
20,001 Baht - 30,000 Baht	59	14.8
Over 30,001 Baht	112	28.0
<b>Total</b>	<b>400</b>	<b>100.0</b>

Findings from Table 4.5 revealed that major group of respondents Income (per month) were Over 30,001 Baht (28.0%), 7,501 Baht - 10,000 Baht (23.2%), 10,001 Baht - 20,000 Baht (21.8%), 20,001 Baht - 30,000 Baht (14.8%), and less than 7,500 Baht (12.2%) respectively.

### 4.3 Behaviour data of respondents

Behaviour data obtained from questionnaires used to describe tourists who travel to Kamphaeng Phet Historical Park and the results were concluded in the tables below:

**Table 4.6** First time visiting Kamphaeng Phet Historical Park?

Visiting Frequency	Frequency	Percentage (%)
Yes	136	34.0
No	264	66.0
<b>Total</b>	<b>400</b>	<b>100.0</b>



Findings from Table 4.6 revealed that major group of respondents First time visiting Kamphaeng Phet Historical Park were “No” (66.0%), and “Yes” (34.0%), respectively.

**Table 4.7** Which of the following best describes your travel party?

<b>Tavel Party</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Alone	6	1.5
A couple	16	4.0
Family members	41	10.2
Friends and relatives	64	16.0
Organised groups	273	68.2
<b>Total</b>	<b>400</b>	<b>100.0</b>

Findings from Table 4.7 revealed that major group of respondents, travel party were organised groups (68.2%), friends and relatives (16.0%), family members (10.2%), a couple (4.0%), and alone (1.5%) respectively.

**Table 4.8** How did you get to the area?

<b>How get to the area</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Car or van	68	17.0
Bicycle	29	7.2
Bus	35	8.8
Walking	9	2.2
Motorcycle	20	5.0
Coach (private/tour)	239	59.8
<b>Total</b>	<b>400</b>	<b>100.0</b>

Findings from Table 4.8 revealed that major group of respondents how get to the area were Coach (59.8%), Car or van (17.0%), Bus (8.8%), Bicycle (7.2%), Motorcycle (5.0%), and Walking (2.2%) respectively.

**Table 4.9** How much time did you spend on your visit to this attraction?

Time spend on visit	Frequency	Percentage (%)
Less than 30 minutes	9	2.2
30 minutes or more, but less than 1 hour	22	5.5
1 hour or more, but less than 2 hours	167	41.8
2 hours or more, but less than half a day	186	46.5
More than half a day	10	2.5
The whole day	6	1.5
Total	400	100.0

Findings from Table 4.9 revealed that major group of respondents spend time on their visited were 2 hours or more but less than half a day (46.5%), 1 hour or more but less than 2 hours (41.8%), 30 minutes or more but less than 1 hour (5.5%), More than half a day (2.5%), Less than 30 minutes (2.2%), and The whole day (1.5%) respectively.

**Table 4.10** In what types of sources did you use to find information of the Kamphaeng Phet Historical Park?

Information sources	Frequency	Percentage (%)
Magazine	6	1.5
Newspaper	3	0.8
Internet	378	94.5
Words of Mouth	10	2.5
T.V	3	0.8
Total	400	100.0

Findings from Table 4.10 revealed that major group of respondents find the information sources were Internet (94.5%), Words of Mouth (2.5%), Magazine (1.5%), Newspaper and T.V (0.8%) respectively.

#### 4.4 Marketing mix factors toward tourists' satisfaction

Interpretation of measurement result to measure level of variable according to the separate of five levels following Likert's scale is shown in the following table.

Seven marketing mixed factors namely product, price, place, promotion, people, process and physical evidence were taken to test relationships with the satisfaction of tourists toward traveling in Kamphaeng Phet Historical Park. The results from descriptive statistic analyzing are summarized and shown in the following tables.

**Table 4.11** Product factor toward tourists' satisfaction

Product	Mean	Standard Deviation	Satisfaction Levels
Cultural/Architecture/Historical attractions	4.42	0.495	Completely satisfied
Information centres	4.22	0.433	Completely satisfied
Restaurant/ Theke	3.55	0.793	Very satisfied
Parking areas	4.48	0.500	Completely satisfied
Tour programs	4.44	0.634	Completely satisfied
Souvenir shop	4.10	0.506	Very satisfied
Total	4.20	0.560	Very satisfied

Findings from Table 4.11 revealed tourists' satisfaction on product factor toward traveling in Kamphaeng Phet Historical Park. The average mean value of satisfaction on product was 4.20 (Very satisfied). In addition, could be illustrated respectively as follows;

The tourists stated that they were satisfied with parking areas at completely satisfied level (4.48), satisfied with tour programs at completely satisfied level (4.44), satisfied with cultural/architecture/historical attractions at completely satisfied level (4.42), satisfied with information centres at completely satisfied level (4.22), satisfied with souvenir shop at very satisfied level (4.10), satisfied with restaurant/theke at very satisfied level (3.55).

**Table 4.12** Price factor toward tourists' satisfaction

Price	Mean	Standard Deviation	Satisfaction Levels
Cost of trip (Car, taxi,..etc)	4.51	0.501	Completely satisfied
Admission price	4.53	0.500	Completely satisfied
Price performance ratio	4.55	0.498	Completely satisfied
<b>Total</b>	<b>4.53</b>	<b>0.499</b>	<b>Completely satisfied</b>

Findings from Table 4.12 revealed tourists' satisfaction on price factor toward traveling in Kamphaeng Phet Historical Park. The average mean value of satisfaction on price was 4.53 (completely satisfied). In addition, could be illustrated respectively as follows;

The tourists stated that they were satisfied with price performance ratio at completely satisfied level (4.55), satisfied with admission price at completely satisfied level (4.53), and satisfied with cost of trip (car, taxi,..etc) at completely satisfied level (4.51).

**Table 4.13** Place factor toward tourists' satisfaction

Place	Mean	Standard Deviation	Satisfaction Levels
Location (can be easily reached)	4.52	0.500	Completely satisfied
Sanitary facilities (restrooms, washbasin,..)	4.53	0.500	Completely satisfied
Safety and security	4.52	0.500	Completely satisfied
Technology	4.58	0.495	Completely satisfied
Operate of activities and time spent tour	4.58	0.494	Completely satisfied
<b>Total</b>	<b>4.546</b>	<b>0.4978</b>	<b>Completely satisfied</b>

Findings from Table 4.13 revealed tourists' satisfaction on place factor toward traveling in Kamphaeng Phet Historical Park. The average mean value of satisfaction on place was 4.546 (completely satisfied). In addition, could be illustrated respectively as follows;

The tourists stated that they were satisfied with technology at completely satisfied level (4.58), satisfied with operate of activities and time spent tour at completely satisfied level (4.58), satisfied with sanitary facilities (restrooms, washbasin) at completely satisfied level (4.53), satisfied with location (can be easily reached) at completely satisfied level (4.52), satisfied with safety and security at completely satisfied level (4.52)

**Table 4.14** Promotion factor toward tourists' satisfaction

Promotion	Mean	Standard Deviation	Satisfaction Levels
Brochures	4.56	0.497	Completely satisfied
Display maps/Information boards	4.56	0.502	Completely satisfied
Total	4.56	0.4995	Completely satisfied

Findings from Table 4.14 revealed tourists' satisfaction on promotion factor toward traveling in Kamphaeng Phet Historical Park. The average mean value of satisfaction on promotion was 4.56 (completely satisfied). The tourists stated that they were satisfied with brochures and display maps/information boards at the same completely satisfied level (4.56).

**Table 4.15** People factor toward tourists' satisfaction

People	Mean	Standard Deviation	Satisfaction Levels
Professional guide/Knowledgeable of staff	4.54	0.509	Completely satisfied
Personalised and friendly service towards the tourist	4.54	0.504	Completely satisfied
Reliability In handling customer service problems	4.53	0.529	Completely satisfied
Providing accurate information	4.61	0.489	Completely satisfied
Total	4.56	0.508	Completely satisfied

Findings from Table 4.15 revealed tourists' satisfaction on people factor toward traveling in Kamphaeng Phet Historical Park. The average mean value of satisfaction on

people factor was 4.56 (completely satisfied). In addition, could be illustrated respectively as follows;

The tourists stated that they were satisfied with providing accurate information at completely satisfied level (4.61), satisfied with professional guide/knowledgeable of staff and personalised and friendly service towards the tourist at the same completely satisfied level (4.54), satisfied with reliability in handling customer service problems at completely satisfied level (4.53) respectively.

**Table 4.16** Process factor toward tourists' satisfaction

Process	Mean	Standard Deviation	Satisfaction Levels
Offer of cultural and other events	4.57	0.505	Completely satisfied
Opening hours	4.61	0.499	Completely satisfied
General quality of the attraction is offer	4.62	0.501	Completely satisfied
Quality of service	4.60	0.495	Completely satisfied
Total	4.60	0.500	Completely satisfied

Findings from Table 4.16 revealed tourists' satisfaction on process factor toward traveling in Kamphaeng Phet Historical Park. The average mean value of satisfaction on process factor was 4.60 (completely satisfied). In addition, could be illustrated respectively as follows;

The tourists stated that they were satisfied with general quality of the attraction is offer at completely satisfied level (4.62), satisfied with opening hours at completely satisfied level (4.61), satisfied with quality of service at Completely satisfied level (4.60), satisfied with offer of cultural and other events at completely satisfied level (4.57) respectively.

**Table 4.17** Physical evidence factor toward tourists' satisfaction

Physical evidence	Mean	Standard Deviation	Satisfaction Levels
New knowledge and experiences	4.64	0.497	Completely satisfied
Image of attraction	4.63	0.509	Completely satisfied
Weather and climate	4.66	0.484	Completely satisfied
Cleanliness of the attraction	4.65	0.493	Completely satisfied
<b>Total</b>	<b>4.65</b>	<b>0.496</b>	<b>Completely satisfied</b>

Findings from Table 4.17 revealed tourists' satisfaction on physical evidence factor toward traveling in Kamphaeng Phet Historical Park. The average mean value of satisfaction on physical evidence factor was 4.65 (completely satisfied). In addition, could be illustrated respectively as follows;

The tourists stated that they were satisfied with weather and climate at completely satisfied level (4.66), satisfied with cleanliness of the attraction at completely satisfied level (4.65), satisfied with new knowledge and experiences at completely satisfied level (4.64), satisfied with image of attraction at completely satisfied level (4.63) respectively.

#### **4.5 Test Hypothesis**

This study employed T-Test to test the hypotheses by testing relationships between tourist's demographics and marketing mixed factors that influence tourist's satisfaction when visit to Kamphaeng Phet Historical Park

The results from T-Test test used to test the relationships between tourist's demographic backgrounds and their satisfaction levels on marketing mix factors of when visit to Kamphaeng Phet Historical Park are stated in Table 4.18 to Table 4.24 as below.

**Table 4.18** The relationship between gender and products on marketing mix factors

Products	Gender	$\bar{X}$	SD	T	Sig.
Cultural/Architecture/Historical attractions	Male	4.40	0.492	-0.770	0.124
	Female	4.44	0.497	-0.771	
Information centres	Male	4.28	0.485	2.355	0.000
	Female	4.17	0.381	2.291	
Restaurant/ Theke	Male	3.51	0.813	-1.046	0.294
	Female	3.59	0.777	-1.040	
Parking areas	Male	4.47	0.501	-0.282	0.584
	Female	4.49	0.501	-0.282	
Tour programs	Male	4.41	0.652	-0.634	0.313
	Female	4.45	0.620	-0.630	
Souvenir shop	Male	4.07	0.507	-1.135	0.306
	Female	4.13	0.504	-1.135	

Note: Significant at 0.05 level

Findings from Table 4.18 stated there is significant relationships between information centres (0.000) and product on marketing mix factors. There are no significant relationships between cultural/architecture/historical attractions, restaurant/theke, parking areas, tour programs and souvenir shop on products of marketing mix factors.

The results, stated that there is no significant relationship between gender and products of marketing mix factors.



**Table 4.19** The relationship between gender and price on marketing mix factors

Price	Gender	$\bar{X}$	SD	T	Sig.
Cost of trip (Car, taxi,...etc)	Male	4.47	0.500	-1.285	0.920
	Female	4.53	0.500	1.285	
Admission price	Male	4.51	0.501	-0.566	0.333
	Female	4.54	0.499	-0.565	
Price performance ratio	Male	4.49	0.501	-2.009	0.015
	Female	4.59	0.493	-2.005	

Note: Significant at 0.05 level

Findings from Table 4.19 stated there is significant relationships between price performance ratio (0.015) and product on marketing mix factors. There are no significant relationships between cost of trip (car, taxi,...etc) and admission price on price of marketing mix factors.

The results, stated that there is no significant relationship between gender and price of marketing mix factors.

**Table 4.20** The Relationship between gender and place on marketing mix factors

Place	Gender	$\bar{X}$	SD	T	Sig.
Location (can be easily reached)	Male	4.53	0.500	0.216	0.665
	Female	4.52	0.501	0.216	
Sanitary facilities (restrooms, washbasin,...)	Male	4.56	0.497	1.159	0.056
	Female	4.51	0.501	1.160	
Safety and security	Male	4.54	0.500	0.708	0.225
	Female	4.51	0.501	0.708	
Technology	Male	4.55	0.499	-1.062	0.053
	Female	4.60	0.491	-1.060	
Operate of activities and time spent tour	Male	4.56	0.497	-0.541	0.295
	Female	4.59	0.493	-0.541	

Note: Significant at 0.05 level

Findings from Table 4.20 The results, stated that there are no significant relationships between gender and product on marketing mix factors.

**Table 4.21** The relationship between gender and promotion on marketing mix factors

Promotion	Gender	$\bar{X}$	SD	T	Sig.
Brochures	Male	4.55	0.499	-0.227	0.656
	Female	4.57	0.497	-0.226	
Display maps/Information boards	Male	4.53	0.500	-0.937	0.425
	Female	4.58	0.504	-0.938	

Note: Significant at 0.05 level

Findings from Table 4.21 The results, stated that there are no significant relationships between gender and promotion on marketing mix factors.

**Table 4.22** The relationship between gender and people on marketing mix factors

People	Gender	$\bar{X}$	SD	T	Sig.
Professional guide/Knowledgeable of staff	Male	4.51	0.523	-0.994	0.030
	Female	4.57	0.497	-0.988	
Personalised and friendly service towards the tourist	Male	4.50	0.513	-1.427	0.034
	Female	4.57	0.496	-1.422	
Reliability In handling customer service problems	Male	4.53	0.512	-0.154	0.264
	Female	4.53	0.543	-0.155	
Providing accurate information	Male	4.64	0.480	1.334	0.008
	Female	4.58	0.495	1.339	

Note: Significant at 0.05 level

Findings from Table 4.22 stated there are significant relationships between gender and people on marketing mix factors are professional guide/knowledgeable of staff (0.030), personalised and friendly service towards the tourist (0.034) and providing accurate information (0.008). There is no significant relationships between

reliability in handling customer service problems and people on marketing mix factors.

The results, stated that there is significant relationships between gender and people on marketing mix factors.

**Table 4.23** The relationship between gender and process on marketing mix factors

Process	Gender	$\bar{X}$	SD	T	Sig.
Offer of cultural and other events	Male	4.62	0.488	1.442	0.005
	Female	4.54	0.517	1.452	
Opening hours	Male	4.44	0.497	-0.771	0.124
	Female	4.40	0.492	-0.770	
General quality of the attraction is offer	Male	4.64	0.482	0.654	0.082
	Female	4.61	0.517	0.660	
Quality of service	Male	4.63	0.485	0.886	0.057
	Female	4.58	0.503	0.890	

Note: Significant at 0.05 level

Findings from Table 4.23 stated there is significant relationships between offer of cultural and other events (0.005) on process of marketing mix factors. There are no significant relationships between gender and process on marketing mix factors are opening hours, general quality of the attraction is offer and quality of service.

The results, stated that there is no significant relationships between gender and process on marketing mix factors.

**Table 4.24** The relationship between gender and physical evidence on marketing mix factors

Physical evidence	Gender	$\bar{X}$	SD	T	Sig.
New knowledge and experiences	Male	4.49	0.501	-2.009	0.015
	Female	4.59	0.493	-2.005	
Image of attraction	Male	4.60	0.525	-1.091	0.049
	Female	4.65	0.495	-1.083	
Weather and climate	Male	4.66	0.488	-0.262	0.603
	Female	4.67	0.481	-0.262	
Cleanliness of the attraction	Male	4.68	0.466	1.216	0.008
	Female	4.62	0.513	1.229	

Note: Significant at 0.05 level

Findings from Table 4.24 stated there are significant relationships between gender and physical evidence on marketing mix factors are new knowledge and experiences (0.015), image of attraction (0.049) and cleanliness of the attraction (0.008). There is no significant relationships between weather and climate on physical evidence of marketing mix factors.

The results, stated that there is significant relationships between gender and people on marketing mix factors.

The results from table 4.18-4.24, therefore, accepted the null Hypothesis 1 which stated that tourists with different gender of demographic backgrounds have no difference in their satisfaction on marketing mix factors when visit to Kamphaeng Phet Historical Park.

The results from Variance (ANOVA) test used to test the relationships between tourist's demographic backgrounds (two or more variable group) and their satisfaction levels on marketing mix factors of when visit to Kamphaeng Phet Historical Park are stated in Table 4.25 as below.

**Table 4.25** The relationship between age and product on marketing mix factors

factors		Products			
Age	N	$\bar{X}$	S.D.	F	Sig.
<b>Cultural/Architecture/Historical attractions</b>					
18-29 years	181	4.38	0.486	4.683	0.001
30-39 years	61	4.36	0.484		
40-49 years	111	4.42	0.496		
50-59 years	33	4.76	0.435		
60 years and above	14	4.50	0.519		
<b>Total</b>	<b>400</b>	<b>4.42</b>	<b>0.495</b>		
<b>Information centres</b>					
18-29 years	181	4.27	0.443	1.172	0.323
30-39 years	61	4.18	0.388		
40-49 years	111	4.20	0.464		
50-59 years	33	4.18	0.392		
60 years and above	14	4.07	0.267		
<b>Total</b>	<b>400</b>	<b>4.22</b>	<b>0.433</b>		
<b>Restaurant/ Theke</b>					
18-29 years	181	3.62	0.791	1.132	0.341
30-39 years	61	3.49	0.849		
40-49 years	111	3.57	0.758		
50-59 years	33	3.33	0.777		
60 years and above	14	3.43	0.852		
<b>Total</b>	<b>400</b>	<b>3.56</b>	<b>0.793</b>		

Note: Significant at 0.05 level

**Table 4.25** The relationship between age and product on marketing mix factors  
factors (Cont.)

Age	Products				
	N	$\bar{X}$	S.D.	F	Sig.
<b>Parking areas</b>					
18-29 years	181	4.54	0.500	2.736	0.029
30-39 years	61	4.43	0.499		
40-49 years	111	4.41	0.493		
50-59 years	33	4.64	0.489		
60 years and above	14	4.29	0.469		
<b>Total</b>	<b>400</b>	<b>4.48</b>	<b>0.500</b>		
<b>Tour programs</b>					
18-29 years	181	4.43	0.634	0.543	0.704
30-39 years	61	4.43	0.670		
40-49 years	111	4.49	0.616		
50-59 years	33	4.30	0.684		
60 years and above	14	4.43	0.514		
<b>Total</b>	<b>400</b>	<b>4.44</b>	<b>0.634</b>		
<b>Souvenir shop</b>					
18-29 years	181	4.14	0.535	0.712	0.584
30-39 years	61	4.03	0.407		
40-49 years	111	4.06	0.527		
50-59 years	33	4.12	0.415		
60 years and above	14	4.14	0.535		
<b>Total</b>	<b>400</b>	<b>4.10</b>	<b>0.506</b>		

Note: Significant at 0.05 level

Findings from Table 4.25 stated there are significant relationships between age and products on marketing mix factors are cultural/architecture/historical attractions (0.001) and parking areas (0.029). There are no significant relationships between age and products on marketing mix factors are information centres, restaurant/ theke, tour programs and souvenir shop. The results, stated that there is significant relationships between age and produce on marketing mix factors.

**Table 4.26** The relationship between age and price on marketing mix factors

Age	N	Price		F	Sig.
		$\bar{X}$	S.D.		
Cost of trip (Car, taxi,...etc)					
18-29 years	181	4.50	0.501	1.311	0.265
30-39 years	61	4.59	0.496		
40-49 years	111	4.44	0.499		
50-59 years	33	4.43	0.496		
60 years and above	14	4.43	0.501		
Total	400	4.50	0.501		
Admission price					
18-29 years	181	4.54	0.500	0.187	0.945
30-39 years	61	4.54	0.502		
40-49 years	111	4.52	0.502		
50-59 years	33	4.52	0.508		
60 years and above	14	4.43	0.514		
Total	400	4.53	0.500		
Price performance ratio					
18-29 years	181	4.53	0.500	0.639	0.635
30-39 years	61	4.54	0.502		
40-49 years	111	4.60	0.491		
50-59 years	33	4.52	0.508		
60 years and above	14	4.43	0.514		
Total	400	4.55	0.498		

Note: Significant at 0.05 level

Findings from Table 4.26 stated that there are no significant relationships between age and price on marketing mix factors.

**Table 4.27** The relationship between age and place on marketing mix factors

Age	Place				
	N	$\bar{X}$	S.D.	F	Sig.
Location (can be easily reached)					
18-29 years	181	4.54	0.500	0.849	0.495
30-39 years	61	4.59	0.496		
40-49 years	111	4.47	0.501		
50-59 years	33	4.58	0.502		
60 years and above	14	4.43	0.514		
Total	400	4.52	0.500		
Sanitary facilities (restrooms, washbasin,...)					
18-29 years	181	4.54	0.500	0.570	0.684
30-39 years	61	4.46	0.502		
40-49 years	111	4.58	0.496		
50-59 years	33	4.52	0.508		
60 years and above	14	4.50	0.519		
Total	400	4.53	0.500		
Safety and security					
18-29 years	181	4.52	0.501	1.038	0.387
30-39 years	61	4.53	0.504		
40-49 years	111	4.53	0.501		
50-59 years	33	4.61	0.496		
60 years and above	14	4.29	0.469		
Total	400	4.52	0.500		
Technology					
18-29 years	181	4.59	0.494	0.771	0.545
30-39 years	61	4.49	0.504		
40-49 years	111	4.59	0.495		
50-59 years	33	4.61	0.496		
60 years and above	14	4.71	0.469		
Total	400	4.58	0.495		

Note: Significant at 0.05 level



**Table 4.27** The relationship between age and place on marketing mix factors (Cont.)

Age	N	Place		F	Sig.
		$\bar{X}$	S.D.		
Operate of activities and time spent tour					
18-29 years	181	4.63	0.484	1.953	0.101
30-39 years	61	4.52	0.504		
40-49 years	111	4.58	0.496		
50-59 years	33	4.55	0.506		
60 years and above	14	4.29	0.494		
Total	400	4.58	0.494		

Note: Significant at 0.05 level

Findings from Table 4.27 stated that there are no significant relationships between age and place on marketing mix factors.

**Table 4.28** The relationship between age and promotion on marketing mix factors

Age	Promotion				Sig.
	N	$\bar{X}$	S.D.	F	
Brochures					
18-29 years	181	4.52	0.501	1.025	0.394
30-39 years	61	4.67	0.473		
40-49 years	111	4.55	0.500		
50-59 years	33	4.58	0.502		
60 years and above	14	4.57	0.514		
Total	400	4.56	0.497		
Display maps/Information boards					
18-29 years	181	4.51	0.501	2.027	0.090
30-39 years	61	4.69	0.467		
40-49 years	111	4.59	0.495		
50-59 years	33	4.45	0.564		
60 years and above	14	4.64	0.497		
Total	400	4.56	0.502		

Note: Significant at 0.05 level

Findings from Table 4.28 stated that there are no significant relationships between age and promotion on marketing mix factors.

**Table 4.29** The relationship between age and people on marketing mix factors

Age	N	$\bar{X}$	S.D.	F	Sig.
<b>Professional guide/Knowledgeable of staff</b>					
18-29 years	181	4.55	0.499	1.025	0.394
30-39 years	61	4.49	0.504		
40-49 years	111	4.56	0.534		
50-59 years	33	4.48	0.508		
60 years and above	14	4.64	0.497		
<b>Total</b>	<b>400</b>	<b>4.54</b>	<b>0.509</b>		
<b>Personalised and friendly service towards the tourist</b>					
18-29 years	181	4.57	0.496	2.027	0.090
30-39 years	61	4.57	0.499		
40-49 years	111	4.48	0.520		
50-59 years	33	4.45	0.506		
60 years and above	14	4.57	0.514		
<b>Total</b>	<b>400</b>	<b>4.54</b>	<b>0.504</b>		
<b>Reliability In handling customer service problems</b>					
18-29 years	181	4.55	0.541	1.208	0.307
30-39 years	61	4.41	0.496		
40-49 years	111	4.55	0.535		
50-59 years	33	4.61	0.496		
60 years and above	14	4.43	0.514		
<b>Total</b>	<b>400</b>	<b>4.53</b>	<b>0.529</b>		
<b>Providing accurate information</b>					
18-29 years	181	4.60	0.492	0.436	0.783
30-39 years	61	4.61	0.493		
40-49 years	111	4.60	0.491		
50-59 years	33	4.67	0.479		
60 years and above	14	4.64	0.497		
<b>Total</b>	<b>400</b>	<b>4.61</b>	<b>0.5489</b>		

Note: Significant at 0.05 level

Findings from Table 4.29 stated that there are no significant relationships between age and people on marketing mix factors.

**Table 4.30** The relationship between age and process on marketing mix factors

Age	N	Process		F	Sig.
		$\bar{X}$	S.D.		
Offer of cultural and other events					
18-29 years	181	4.57	0.497	0.372	0.372
30-39 years	61	4.56	0.533		
40-49 years	111	4.58	0.514		
50-59 years	33	4.67	0.479		
60 years and above	14	4.50	0.519		
Total	400	4.58	0.505		
Opening hours					
18-29 years	181	4.57	0.518	1.496	0.203
30-39 years	61	4.69	0.467		
40-49 years	111	4.59	0.495		
50-59 years	33	4.76	0.435		
60 years and above	14	4.57	0.514		
Total	400	4.61	0.499		
General quality of the attraction is offer					
18-29 years	181	4.67	0.484	2.157	0.073
30-39 years	61	4.49	0.536		
40-49 years	111	4.61	0.489		
50-59 years	33	4.70	0.489		
60 years and above	14	4.43	0.514		
Total	400	4.62	0.501		
Quality of service					
18-29 years	181	4.64	0.481	1.129	0.342
30-39 years	61	4.52	0.504		
40-49 years	111	4.59	0.493		
50-59 years	33	4.64	0.549		
60 years and above	14	4.43	0.514		
Total	400	4.60	0.495		

Note: Significant at 0.05 level

Findings from Table 4.30 stated that there are no significant relationships between age and process on marketing mix factors.

**Table 4.31** The relationship between age and physical evidence on marketing mix factors

Age	N	Physical evidence			
		S.D.	F	Sig.	
<b>New knowledge and experiences</b>					
18-29 years	181	4.69	0.489		
30-39 years	61	4.64	0.484		
40-49 years	111	4.59	0.511		
50-59 years	33	4.64	0.489	1.751	0.138
60 years and above	14	4.36	0.497		
<b>Total</b>	<b>400</b>	<b>4.64</b>	<b>0.497</b>		
<b>Image of attraction</b>					
18-29 years	181	4.64	0.492		
30-39 years	61	4.72	0.452		
40-49 years	111	4.63	0.521	2.376	0.052
50-59 years	33	4.55	0.617		
60 years and above	14	4.29	0.469		
<b>Total</b>	<b>400</b>	<b>4.63</b>	<b>0.509</b>		
<b>Weather and climate</b>					
18-29 years	181	4.65	0.489		
30-39 years	61	4.74	0.480		
40-49 years	111	4.68	0.470		
50-59 years	33	4.67	0.479	1.819	0.124
60 years and above	14	4.36	0.497		
<b>Total</b>	<b>400</b>	<b>4.66</b>	<b>0.484</b>		
<b>Cleanliness of the attraction</b>					
18-29 years	181	4.62	0.519		
30-39 years	61	4.75	0.434		
40-49 years	111	4.63	0.485	1.178	0.320
50-59 years	33	4.61	0.496		
60 years and above	14	4.79	0.426		
<b>Total</b>	<b>400</b>	<b>4.65</b>	<b>0.493</b>		

Note: Significant at 0.05 level

Findings from Table 4.31 stated that there are no significant relationships between age and process on marketing mix factors.

The results from table 4.25-4.31, therefore, accepted the null Hypothesis 2 which stated that tourists with different age of demographic backgrounds have no difference in their satisfaction on marketing mix factors when visit to Kamphaeng Phet Historical Park.

**Table 4.32** The relationship between marital status and product on marketing mix factors

Products	Sum of Squares	df	Mean Square	F	Sig.
<b>Cultural/Architecture/Historical attractions</b>					
Between Groups	0.666	4	0.166	0.678	0.607
Within Groups	96.932	395	0.245		
Total	97.598	399			
<b>Information centres</b>					
Between Groups	0.027	4	0.007	0.036	0.998
Within Groups	74.613	395	0.189		
Total	74.640	399			
<b>Restaurant/ Theke</b>					
Between Groups	0.823	4	0.206	0.325	0.861
Within Groups	249.967	395	0.633		
Total	250.790	399			
<b>Parking areas</b>					
Between Groups	1.028	4	0.257	1.027	0.393
Within Groups	98.850	395	0.250		
Total	99.878	399			
<b>Tour program</b>					
Between Groups	0.725	4	0.181	0.448	0.774
Within Groups	159.585	395	0.404		
Total	160.310	399			
<b>Souvenir shop</b>					
Between Groups	0.704	4	0.176	0.687	0.602
Within Groups	101.296	395	0.256		
Total	102.000	399			

Note: Significant at 0.05 level

Findings from Table 4.32 stated that there are no significant relationships between marital status and products on marketing mix factors.

**Table 4.33** The relationship between marital status and price on marketing mix

factors

Price	Sum of Squares	df	Mean Square	F	Sig.
<b>Cost of trip (Car, taxi,...etc)</b>					
Between Groups	0.246	4	0.061	0.243	0.914
Within Groups	99.744	395	0.253		
<b>Total</b>	<b>99.990</b>	<b>399</b>			
<b>Admission price</b>					
Between Groups	0.162	4	0.041	0.161	0.958
Within Groups	99.478	395	0.252		
<b>Total</b>	<b>99.640</b>	<b>399</b>			
<b>Price performance</b>					
Between Groups	1.619	4	0.405	1.640	0.163
Within Groups	97.478	395	0.247		
<b>Total</b>	<b>99.098</b>	<b>399</b>			

Note: Significant at 0.05 level

Findings from Table 4.33 stated that there are no significant relationships between marital status and price on marketing mix factors.

**Table 4.34** The relationship between marital status and place on marketing mix

factors

Place	Sum of Squares	df	Mean Square	F	Sig.
<b>Location (can be easily reached)</b>					
Between Groups	1.985	4	0.496	2.005	0.093
Within Groups	97.765	395	0.248		
<b>Total</b>	<b>99.750</b>	<b>399</b>			
<b>Sanitary facilities(restrooms, washbasin,...)</b>					
Between Groups	2.259	4	0.565	2.292	0.059
Within Groups	97.319	395	0.246		
<b>Total</b>	<b>99.578</b>	<b>399</b>			

Note: Significant at 0.05 level

**Table 4.34** The relationship between marital status and place on marketing mix factors (Cont.)

Place	Sum of Squares	df	Mean Square	F	Sig.
<b>Safety and security</b>					
Between Groups	0.918	4	0.230	0.917	0.454
Within Groups	98.879	395	0.250		
<b>Total</b>	<b>99.798</b>	<b>399</b>			
<b>Technology</b>					
Between Groups	1.137	4	0.284	1.164	0.326
Within Groups	96.460	395	0.244		
<b>Total</b>	<b>97.597</b>	<b>399</b>			
<b>Operate of activities and time spent tour</b>					
Between Groups	0.514	4	0.128	0.523	0.719
Within Groups	96.926	395	0.245		
<b>Total</b>	<b>97.440</b>	<b>399</b>			

Note: Significant at 0.05 level

Findings from Table 4.34 stated that there are no significant relationships between marital status and place on marketing mix factors.

**Table 4.35** The relationship between marital status and promotion on marketing mix factors

Promotion	Sum of Squares	df	Mean Square	F	Sig.
<b>Brochures</b>					
Between Groups	0.534	4	0.134	0.538	0.708
Within Groups	98.026	395	0.248		
<b>Total</b>	<b>98.560</b>	<b>399</b>			
<b>Display maps/Information boards</b>					
Between Groups	0.262	4	0.066	0.258	0.905
Within Groups	100.415	395	0.254		
<b>Total</b>	<b>100.677</b>	<b>399</b>			

Note: Significant at 0.05 level



Findings from Table 4.35 stated that there are no significant relationships between marital status and promotion on marketing mix factors.

**Table 4.36** The relationship between marital status and people on marketing mix factors

People	Sum of Squares	df	Mean Square	F	Sig.
<b>Professional guide/Knowledgeable of staff</b>					
Between Groups	1.208	4	0.302	1.169	0.324
Within Groups	102.070	395	0.258		
<b>Total</b>	<b>103.277</b>	<b>399</b>			
<b>Personalised and friendly service towards the tourist</b>					
Between Groups	4.050	4	1.013	4.107	0.003
Within Groups	97.387	395	0.247		
<b>Total</b>	<b>101.438</b>	<b>399</b>			
<b>Reliability In handling customer service problems</b>					
Between Groups	2.079	4	0.520	1.874	0.114
Within Groups	109.561	395	0.277		
<b>Total</b>	<b>111.640</b>	<b>399</b>			
<b>Providing accurate information</b>					
Between Groups	1.639	4	0.410	1.727	0.143
Within Groups	93.738	395	0.237		
<b>Total</b>	<b>95.378</b>	<b>399</b>			

Note: Significant at 0.05 level

Findings from Table 4.36 stated that there is significant relationships between personalised and friendly service towards the tourist on marital status (0.003) and people on marketing mix factors. The results from this part finding that there are no significant relationships between marital status and people on marketing mix factors.



**Table 4.37** The relationship between marital status and process on marketing mix factors

Process	Sum of Squares	df	Mean Square	F	Sig.
<b>Offer of cultural and other events</b>					
Between Groups	0.731	4	0.183	0.715	0.582
Within Groups	101.019	395	0.256		
<b>Total</b>	<b>101.750</b>	<b>399</b>			
<b>Opening hours</b>					
Between Groups	1.376	4	0.344	1.387	0.238
Within Groups	98.001	395	0.248		
<b>Total</b>	<b>99.377</b>	<b>399</b>			
<b>General quality of the attraction is offer</b>					
Between Groups	0.115	4	0.029	0.114	0.978
Within Groups	100.125	395	0.253		
<b>Total</b>	<b>100.240</b>	<b>399</b>			
<b>Quality of service</b>					
Between Groups	2.091	4	0.523	2.157	0.073
Within Groups	95.707	395	0.242		
<b>Total</b>	<b>97.798</b>	<b>399</b>			

Note: Significant at 0.05 level

Findings from Table 4.37 stated that there are no significant relationships between marital status and process on marketing mix factors.

**Table 4.38** The relationship between marital status and physical evidence on marketing mix factors

Physical Evidence	Sum of Squares	df	Mean Square	F	Sig.
<b>New knowledge and experiences</b>					
Between Groups	4.546	4	1.136	4.781	0.001
Within Groups	93.892	395	0.238		
<b>Total</b>	<b>98.437</b>	<b>399</b>			

Note: Significant at 0.05 level

**Table 4.38** The relationship between marital status and physical evidence on marketing mix factors (Cont.)

Physical Evidence	Sum of Squares	df	Mean Square	F	Sig.
<b>Image of attraction</b>					
Between Groups	9.481	4	2.370	9.986	0.000
Within Groups	93.759	395	0.237		
<b>Total</b>	<b>103.240</b>	<b>399</b>			
<b>Weather and climate</b>					
Between Groups	1.428	4	0.357	1.533	0.192
Within Groups	92.009	395	0.233		
<b>Total</b>	<b>93.437</b>	<b>399</b>			
<b>Cleanliness of the attraction</b>					
Between Groups	0.692	4	0.173	0.710	0.586
Within Groups	96.308	395	0.244		
<b>Total</b>	<b>97.000</b>	<b>399</b>			

Note: Significant at 0.05 level

Findings from Table 4.38 stated that there are no significant relationships between marital status and physical evidence on marketing mix factors are new knowledge and experiences (0.001) and image of attraction (0.000). There are also significant relationships between marital status and physical evidence on marketing mix factors are weather and climate (0.192) and cleanliness of the attraction (0.586).

The results from table 4.32-4.38, therefore, accepted the null Hypothesis 3 which stated that tourists with different marital status of demographic backgrounds are no difference in their satisfaction on marketing mix factors when visit to Kamphaeng Phet Historical Park.

**Table 4.39** The relationship between education level and product on marketing mix factors

Products	Sum of Squares	df	Mean Square	F	Sig.
<b>Cultural/Architecture/Historical attractions</b>					
Between Groups	1.236	4	0.309	1.267	0.282
Within Groups	96.361	395	0.244		
<b>Total</b>	<b>97.598</b>	<b>399</b>			
<b>Information centres</b>					
Between Groups	0.254	4	0.063	0.337	0.853
Within Groups	74.386	395	0.188		
<b>Total</b>	<b>74.640</b>	<b>399</b>			
<b>Restaurant/ Theke</b>					
Between Groups	3.905	4	0.976	1.562	0.184
Within Groups	246.885	395	0.625		
<b>Total</b>	<b>250.790</b>	<b>399</b>			
<b>Parking areas</b>					
Between Groups	0.969	4	0.242	0.967	0.425
Within Groups	98.909	395	0.250		
<b>Total</b>	<b>99.878</b>	<b>399</b>			
<b>Tour program</b>					
Between Groups	6.206	4	1.552	3.977	0.004
Within Groups	154.104	395	0.390		
<b>Total</b>	<b>160.310</b>	<b>399</b>			
<b>Souvenir shop</b>					
Between Groups	0.331	4	0.083	0.321	0.864
Within Groups	101.669	395	0.257		
<b>Total</b>	<b>102.000</b>	<b>399</b>			

Note: Significant at 0.05 level

Findings from Table 4.39 stated that there is significant relationships between tour program on products and education level (0.004). There are on significant relationships between cultural/crchitecture/historical attractions, information centres, restaurant/ theke, parking areas and souvenir shop on product with education level on tourists demographic.

**Table 4.40** The relationship between education level and price on marketing mix factors

Price	Sum of Squares	df	Mean Square	F	Sig.
<b>Cost of trip (Car, taxi,...etc)</b>					
Between Groups	0.890	4	0.222	0.886	0.472
Within Groups	99.100	395	0.251		
<b>Total</b>	<b>99.990</b>	<b>399</b>			
<b>Admission price</b>					
Between Groups	2.328	4	0.582	2.362	0.053
Within Groups	97.312	395	0.246		
<b>Total</b>	<b>99.640</b>	<b>399</b>			
<b>Price performance</b>					
Between Groups	1.419	4	0.355	1.435	0.222
Within Groups	97.678	395	0.247		
<b>Total</b>	<b>99.098</b>	<b>399</b>			

Note: Significant at 0.05 level

Findings from Table 4.40 stated that there is no significant relationships between price on marketing mix factors and education level on tourist's demographic.

**Table 4.41** The relationship between education level and place on marketing mix factors

Place	Sum of Squares	df	Mean Square	F	Sig.
<b>Location (can be easily reached)</b>					
Between Groups	1.516	4	0.379	1.524	0.194
Within Groups	98.234	395	0.249		
<b>Total</b>	<b>99.750</b>	<b>399</b>			
<b>Sanitary facilities(restrooms, washbasin,...)</b>					
Between Groups	1.655	4	0.414	1.669	0.156
Within Groups	97.923	395	0.248		
<b>Total</b>	<b>99.577</b>	<b>399</b>			
<b>Safety and security</b>					
Between Groups	1.155	4	0.289	1.156	0.330
Within Groups	98.643	395	0.250		
<b>Total</b>	<b>99.798</b>	<b>399</b>			

Note: Significant at 0.05 level

**Table 4.41** The relationship between education level and place on marketing mix factors (Cont.)

Place	Sum of Squares	df	Mean Square	F	Sig.
<b>Technology</b>					
Between Groups	0.802	4	0.200	0.818	0.514
Within Groups	96.796	395	0.245		
<b>Total</b>	<b>97.597</b>	<b>399</b>			
<b>Operate of activities and time spent tour</b>					
Between Groups	0.869	4	0.217	0.888	0.471
Within Groups	96.571	395	0.244		
<b>Total</b>	<b>97.440</b>	<b>399</b>			

Note: Significant at 0.05 level

Findings from Table 4.41 stated that there is no significant relationships between place on marketing mix factors and education level on tourist's demographic.

**Table 4.42** The relationship between education level and promotion on marketing mix factors

Promotion	Sum of Squares	df	Mean Square	F	Sig.
<b>Brochures</b>					
Between Groups	2.554	4	0.638	2.627	0.034
Within Groups	96.006	395	0.243		
<b>Total</b>	<b>98.560</b>	<b>399</b>			
<b>Display maps/Information boards</b>					
Between Groups	1.406	4	0.351	1.398	0.234
Within Groups	99.272	395	0.251		
<b>Total</b>	<b>100.678</b>	<b>399</b>			

Note: Significant at 0.05 level

Findings from Table 4.42 stated that there is significant relationships between brochures on promotion (0.034) and education level on tourist's demographic. There

is no significant relationships between display maps/information boards on promotion and education level on tourist's demographic.

**Table 4.43** The relationship between education level and people on marketing mix factors

People	Sum of Squares	df	Mean Square	F	Sig.
<b>Professional guide/Knowledgeable of staff</b>					
Between Groups	1.271	4	0.318	1.230	0.297
Within Groups	102.007	395	0.258		
<b>Total</b>	<b>103.278</b>	<b>399</b>			
<b>Personalised and friendly service towards the tourist</b>					
Between Groups	0.393	4	0.098	0.384	0.820
Within Groups	101.045	395	0.256		
<b>Total</b>	<b>101.438</b>	<b>399</b>			
<b>Reliability In handling customer service problems</b>					
Between Groups	3.460	4	0.865	3.159	0.014
Within Groups	108.180	395	0.274		
<b>Total</b>	<b>111.640</b>	<b>399</b>			
<b>Providing accurate information</b>					
Between Groups	1.651	4	0.413	1.739	0.141
Within Groups	93.727	395	0.237		
<b>Total</b>	<b>95.378</b>	<b>399</b>			

Note: Significant at 0.05 level

Findings from Table 4.43 stated that there is significant relationships between reliability in handling customer service problems on people (0.014) and education level on tourist's demographic. There are no significant relationships between professional guide/knowledgeable of staff, personalised and friendly service towards the tourist and providing accurate information on people and education level on tourist's demographic. The result of table 4.43 is no significant relationships between people on marketing mix factors and education level on tourists' demographic.

**Table 4.44** The relationship between education level and process on marketing mix factors

Process	Sum of Squares	df	Mean Square	F	Sig.
<b>Offer of cultural and other events</b>					
Between Groups	1.700	4	0.425	1.678	0.154
Within Groups	100.050	395	0.253		
<b>Total</b>	<b>101.750</b>	<b>399</b>			
<b>Opening hours</b>					
Between Groups	1.782	4	0.446	1.803	0.127
Within Groups	97.595	395	0.247		
<b>Total</b>	<b>99.378</b>	<b>399</b>			
<b>General quality of the attraction is offer</b>					
Between Groups	1.507	4	0.377	1.507	0.199
Within Groups	98.733	395	0.250		
<b>Total</b>	<b>100.240</b>	<b>399</b>			
<b>Quality of service</b>					
Between Groups	2.229	4	0.557	2.304	0.058
Within Groups	95.568	395	0.242		
<b>Total</b>	<b>97.798</b>	<b>399</b>			

Note: Significant at 0.05 level

Findings from Table 4.44 stated that there is no significant relationships between process on marketing mix factors and education level on tourists' demographic.

**Table 4.45** The relationship between education level and physical evidence on marketing mix factors

Physical Evidence	Sum of Squares	df	Mean Square	F	Sig.
<b>New knowledge and experiences</b>					
Between Groups	1.504	4	0.376	1.532	0.192
Within Groups	96.934	395	0.245		
<b>Total</b>	<b>98.437</b>	<b>399</b>			

Note: Significant at 0.05 level



**Table 4.45** The relationship between education level and physical evidence on marketing mix factors (Cont.)

Physical Evidence	Sum of Squares	df	Mean Square	F	Sig.
<b>Image of attraction</b>					
Between Groups	5.234	4	1.308	5.274	0.000
Within Groups	98.006	395	0.248		
<b>Total</b>	<b>103.240</b>	<b>399</b>			
<b>Weather and climate</b>					
Between Groups	1.690	4	0.422	1.819	0.124
Within Groups	91.748	395	0.232		
<b>Total</b>	<b>93.437</b>	<b>399</b>			
<b>Cleanliness of the attraction</b>					
Between Groups	1.385	4	0.346	1.430	0.223
Within Groups	95.615	395	0.242		
<b>Total</b>	<b>97.000</b>	<b>399</b>			

Note: Significant at 0.05 level

Findings from Table 4.45 stated that there is significant relationships between image of attraction on physical evidence (0.000) and education level on tourists' demographic. There are no significant relationships between new knowledge and experiences, weather and climate and cleanliness of the attraction on physical evidence and education level on tourists' demographic. The result of table 4.45 is no significant relationships between physical evidence on marketing mix factors and education level on tourists' demographic.

The results from table 4.39-4.45, therefore, accepted the null Hypothesis 4 which stated that tourists with different education level of demographic backgrounds are no difference in their satisfaction on marketing mix factors when visit to Kamphaeng Phet Historical Park.



**Table 4.46** The relationship between income and product on marketing mix factors

Products	Sum of Squares	df	Mean Square	F	Sig.
<b>Cultural/Architecture/Historical attractions</b>					
Between Groups	0.943	4	0.236	0.963	0.428
Within Groups	96.655	395	0.245		
<b>Total</b>	<b>97.598</b>	<b>399</b>			
<b>Information centres</b>					
Between Groups	0.262	4	0.065	0.347	0.846
Within Groups	74.378	395	0.188		
<b>Total</b>	<b>74.640</b>	<b>399</b>			
<b>Restaurant/ Theke</b>					
Between Groups	6.659	4	1.665	2.694	0.031
Within Groups	244.131	395	0.618		
<b>Total</b>	<b>250.790</b>	<b>399</b>			
<b>Parking areas</b>					
Between Groups	4.768	4	1.192	4.951	0.001
Within Groups	95.109	395	0.241		
<b>Total</b>	<b>99.878</b>	<b>399</b>			
<b>Tour program</b>					
Between Groups	1.244	4	0.311	0.772	0.544
Within Groups	159.066	395	0.403		
<b>Total</b>	<b>160.310</b>	<b>399</b>			
<b>Souvenir shop</b>					
Between Groups	2.770	4	0.692	2.756	0.028
Within Groups	99.230	395	0.251		
<b>Total</b>	<b>102.000</b>	<b>399</b>			

Note: Significant at 0.05 level

Findings from Table 4.46 stated that there are significant relationships between Restaurant/ Theke (0.031), Parking areas (0.001) and Souvenir shop (0.028) on products of marketing mix factors with income on tourists' demographic. There are no significant relationships between cultural/architecture/historical attractions, information centres and tour program on products of marketing mix factors with income on tourists' demographic.

**Table 4.47** The relationship between income and price on marketing mix factors

Price	Sum of Squares	df	Mean Square	F	Sig.
<b>Cost of trip (Car, taxi,...etc)</b>					
Between Groups	0.890	4	0.223	0.887	0.472
Within Groups	99.100	395	0.251		
<b>Total</b>	<b>99.990</b>	<b>399</b>			
<b>Admission price</b>					
Between Groups	1.473	4	0.368	1.482	0.207
Within Groups	98.167	395	0.249		
<b>Total</b>	<b>99.640</b>	<b>399</b>			
<b>Price performance</b>					
Between Groups	0.441	4	0.110	0.441	0.779
Within Groups	98.657	395	0.250		
<b>Total</b>	<b>99.098</b>	<b>399</b>			

Note: Significant at 0.05 level

Findings from Table 4.47 stated that there is no significant relationships between price on marketing mix factors and income on tourist's demographic.

**Table 4.48** The relationship between income and place on marketing mix factors

Place	Sum of Squares	df	Mean Square	F	Sig.
<b>Location (can be easily reached)</b>					
Between Groups	0.861	4	0.215	0.860	0.488
Within Groups	98.889	395	0.250		
<b>Total</b>	<b>99.750</b>	<b>399</b>			
<b>Sanitary facilities(restrooms, washbasin,...)</b>					
Between Groups	0.385	4	0.096	0.384	0.820
Within Groups	99.192	395	0.251		
<b>Total</b>	<b>99.578</b>	<b>399</b>			
<b>Safety and security</b>					
Between Groups	0.336	4	0.084	0.334	0.855
Within Groups	0.215	395	0.252		
<b>Total</b>	<b>99.797</b>	<b>399</b>			

Note: Significant at 0.05 level

**Table 4.48** The relationship between income and place on marketing mix factors

(Cont.)

Place	Sum of Squares	df	Mean Square	F	Sig.
<b>Technology</b>					
Between Groups	1.145	4	0.286	1.173	0.322
Within Groups	96.452	395	0.244		
<b>Total</b>	<b>97.598</b>	<b>399</b>			
<b>Operate of activities and time spent tour</b>					
Between Groups	1.113	4	0.278	1.141	0.337
Within Groups	96.327	395	0.244		
<b>Total</b>	<b>97.440</b>	<b>399</b>			

Note: Significant at 0.05 level

Findings from Table 4.48 stated that there is no significant relationships between place on marketing mix factors and income on tourist's demographic.

**Table 4.49** The relationship between income and promotion on marketing mix factors

Promotion	Sum of Squares	df	Mean Square	F	Sig.
<b>Brochures</b>					
Between Groups	0.183	4	0.046	0.184	0.947
Within Groups	98.377	395	0.249		
<b>Total</b>	<b>98.560</b>	<b>399</b>			
<b>Display maps/Information boards</b>					
Between Groups	0.262	4	0.066	0.258	0.905
Within Groups	100.415	395	0.254		
<b>Total</b>	<b>100.678</b>	<b>399</b>			

Note: Significant at 0.05 level

Findings from Table 4.49 stated that there is no significant relationships between promotion on marketing mix factors and income on tourist's demographic.

**Table 4.50** The relationship between income and people on marketing mix factors

People	Sum of Squares	df	Mean Square	F	Sig.
<b>Professional guide/Knowledgeable of staff</b>					
Between Groups	0.818	4	0.205	0.789	0.533
Within Groups	102.459	395	0.259		
<b>Total</b>	<b>103.278</b>	<b>399</b>			
<b>Personalised and friendly service towards the tourist</b>					
Between Groups	0.757	4	0.189	0.742	0.564
Within Groups	100.681	395	0.255		
<b>Total</b>	<b>101.437</b>	<b>399</b>			
<b>Reliability In handling customer service problems</b>					
Between Groups	1.012	4	0.253	0.903	0.462
Within Groups	110.628	395	0.280		
<b>Total</b>	<b>111.640</b>	<b>399</b>			
<b>Providing accurate information</b>					
Between Groups	0.784	4	0.196	0.818	0.514
Within Groups	94.594	395	0.239		
<b>Total</b>	<b>0.205</b>	<b>399</b>			

Note: Significant at 0.05 level

Findings from Table 4.50 stated that there is no significant relationships between people on marketing mix factors and income on tourist's demographic.

**Table 4.51** The relationship between income and process on marketing mix factors

Process	Sum of Squares	df	Mean Square	F	Sig.
<b>Offer of cultural and other events</b>					
Between Groups	0.910	4	0.228	0.892	0.469
Within Groups	100.840	395	0.255		
<b>Total</b>	<b>101.750</b>	<b>399</b>			
<b>Opening hours</b>					
Between Groups	0.315	4	0.079	0.314	0.869
Within Groups	99.063	395	0.251		
<b>Total</b>	<b>99.378</b>	<b>399</b>			

Note: Significant at 0.05 level

**Table 4.51** The relationship between income and process on marketing mix factors

(Cont.)

Process	Sum of Squares	df	Mean Square	F	Sig.
<b>General quality of the attraction is offer</b>					
Between Groups	2.187	4	0.547	2.202	0.068
Within Groups	98.053	395	0.248		
<b>Total</b>	<b>100.240</b>	<b>399</b>			
<b>Quality of service</b>					
Between Groups	1.030	4	0.258	1.051	0.380
Within Groups	96.767	395	0.245		
<b>Total</b>	<b>97.798</b>	<b>399</b>			

Note: Significant at 0.05 level

Findings from Table 4.51 stated that there is no significant relationships between process on marketing mix factors and income on tourist's demographic.

**Table 4.52** The relationship between income and physical evidence on marketing mix factors

Physical Evidence	Sum of Squares	df	Mean Square	F	Sig.
<b>New knowledge and experiences</b>					
Between Groups	1.782	4	0.446	1.821	0.124
Within Groups	96.655	395	0.245		
<b>Total</b>	<b>98.438</b>	<b>399</b>			
<b>Image of attraction</b>					
Between Groups	2.689	4	0.672	2.641	0.033
Within Groups	100.551	395	0.255		
<b>Total</b>	<b>103.240</b>	<b>399</b>			
<b>Weather and climate</b>					
Between Groups	0.582	4	0.145	0.618	0.650
Within Groups	92.856	395	0.235		
<b>Total</b>	<b>93.437</b>	<b>399</b>			
<b>Cleanliness of the attraction</b>					
Between Groups	0.548	4	0.137	0.561	0.691
Within Groups	96.452	395	0.244		
<b>Total</b>	<b>97.000</b>	<b>399</b>			

Note: Significant at 0.05 level

Findings from Table 4.52 stated that there is significant relationships between image of attraction on physical evidence and income on tourist's demographic. The result finding from table 4.52 is no significant relationships between physical evidence on marketing mix factors and income on tourists' demographic.

The results from table 4.46-4.52, therefore, accepted the null Hypothesis 5 which stated that tourists with different income of demographic backgrounds are no difference in their satisfaction on marketing mix factors when visit to Kamphaeng Phet Historical Park.

**Table 4.53** The relationship between first time visit and marketing mix factors

Marketing mix factors	<i>F</i>	Sig.
<b>Products</b>		
Cultural/Architecture/Historical attractions	0.013	0.908
Information centres	3.000	0.084
Restaurant/ Theke	0.539	0.463
Parking areas	1.407	0.236
Tour program	8.315	0.004
Souvenir shop	0.503	0.479
<b>Price</b>		
Cost of trip (Car, taxi,...etc)	0.601	0.438
Admission price	0.052	0.820
Price performance ratio	0.536	0.464
<b>Place</b>		
Location (can be easily reached)	0.016	0.899
Sanitary facilities (restrooms, washbasin,...)	1.312	0.253
Safety and security	4.548	0.034
Technology	3.341	0.068
Operate of activities and time spent tour	0.378	0.539
<b>Promotion</b>		
Brochures	1.057	0.305
Display maps/Information boards	0.644	0.423
<b>People</b>		
Professional guide/Knowledgeable of staff	5.053	0.025
Personalised and friendly service towards the tourist	2.216	0.137
Reliability In handling customer service problems	0.172	0.679
Providing accurate information	0.894	0.345

Note: Significant at 0.05 level

**Table 4.53** The relationship between first time visit and marketing mix factors

(Cont.)

Marketing mix factors	<i>F</i>	Sig.
<b>Process</b>		
Offer of cultural and other events	0.211	0.646
Opening hours	1.296	0.256
General quality of the attraction is offer	1.432	0.232
Quality of service	0.051	0.822
<b>Physical evidence</b>		
New knowledge and experiences	0.022	0.882
Image of attraction	0.004	0.947
Weather and climate	0.209	0.647
Cleanliness of the attraction	0.016	0.898

Note: Significant at 0.05 level

Findings from Table 4.53 stated that there is significant relationships between tour program on produce (0.004), safety and security on place (0.034), professional guide/knowledgeable of staff on people (0.025) in marketing factors and first time visit to Kamphaeng Phet Historical Park. The result finding from table 4.53 is no significant relationships between first time visiting to Kamphaeng Phet Historical Park in the part of tourists' behaviour and marketing mix factors.

**Table 4.54** The relationship between travel party and marketing mix factors

Marketing mix factors	<i>F</i>	Sig.
<b>Products</b>		
Cultural/Architecture/Historical attractions	1.947	0.102
Information centres	1.193	0.313
Restaurant/ Theke	1.508	0.199
Parking areas	0.743	0.563
Tour program	1.684	0.153
Souvenir shop	0.409	0.803
<b>Price</b>		
Cost of trip (Car, taxi,...etc)	1.890	0.111
Admission price	2.313	0.057
Price performance ratio	0.783	0.537
<b>Place</b>		
Location (can be easily reached)	0.318	0.866
Sanitary facilities (restrooms, washbasin,...)	1.447	0.218
Safety and security	1.426	0.225
Technology	0.529	0.715
Operate of activities and time spent tour	1.451	0.216

Note: Significant at 0.05 level



**Table 4.54** The relationship between travel party and marketing mix factors (Cont.)

Marketing mix factors	<i>F</i>	Sig.
<b>Promotion</b>		
Brochures	1.758	0.137
Display maps/Information boards	0.999	0.408
<b>People</b>		
Professional guide/Knowledgeable of staff	0.210	0.933
Personalised and friendly service towards the tourist	0.628	0.642
Reliability In handling customer service problems	2.517	0.041
Providing accurate information	2.076	0.083
<b>Process</b>		
Offer of cultural and other events	1.034	0.389
Opening hours	1.334	0.256
General quality of the attraction is offer	1.249	0.290
Quality of service	2.543	0.039
<b>Physical evidence</b>		
New knowledge and experiences	3.826	0.005
Image of attraction	1.854	0.118
Weather and climate	0.216	0.929
Cleanliness of the attraction	1.696	0.150

Note: Significant at 0.05 level

Findings from Table 4.54 stated that there is significant relationships between reliability in handling customer service problems on people (0.041), quality of service on process (0.039), new knowledge and experiences on physical evidence (0.005) in marketing factors and travel party when visit to Kamphaeng Phet Historical Park. The result finding from table 4.54 is no significant relationships between travel party when visiting to Kamphaeng Phet Historical Park in the part of tourists' behaviour and marketing mix factors.



**Table 4.55** The relationship between how to get to Kamphaeng Phet Historical

Park and marketing mix factors

Marketing mix factors	<i>F</i>	Sig.
<b>Products</b>		
Cultural/Architecture/Historical attractions	1.055	0.385
Information centres	0.389	0.151
Restaurant/ Theke	0.151	0.980
Parking areas	1.958	0.084
Tour program	3.429	0.005
Souvenir shop	1.229	0.295
<b>Price</b>		
Cost of trip (Car, taxi,...etc)	1.023	0.404
Admission price	1.186	0.315
Price performance ratio	1.980	0.081
<b>Place</b>		
Location (can be easily reached)	1.678	0.139
Sanitary facilities (restrooms, washbasin,...)	1.022	0.404
Safety and security	1.584	0.163
Technology	0.983	0.428
Operate of activities and time spent tour	0.711	0.616
<b>Promotion</b>		
Brochures	2.033	0.073
Display maps/Information boards	1.367	0.236
<b>People</b>		
Professional guide/Knowledgeable of staff	2.251	0.049
Personalised and friendly service towards the tourist	2.103	0.064
Reliability In handling customer service problems	1.902	0.093
Providing accurate information	0.339	0.889
<b>Process</b>		
Offer of cultural and other events	1.280	0.272
Opening hours	1.274	0.274
General quality of the attraction is offer	2.729	0.019
Quality of service	1.245	0.287
<b>Physical evidence</b>		
New knowledge and experiences	1.312	0.258
Image of attraction	0.819	0.537
Weather and climate	1.206	0.306
Cleanliness of the attraction	2.195	0.054

Note: Significant at 0.05 level

Findings from Table 4.55 stated that there is significant relationships between tour

program on products (0.005), professional guide/knowledgeable of staff on people (0.049), general quality of the attraction is offer on process (0.019) in marketing factors and how to get to Kamphaeng Phet Historical Park. The result finding from table 4.55 is no significant relationships between how to get to Kamphaeng Phet Historical Park in the part of tourists' behaviour and marketing mix factors.

**Table 4.56** The relationship between how much time spend on visit to attraction and marketing mix factors

Marketing mix factors	<i>F</i>	Sig.
<b>Products</b>		
Cultural/Architecture/Historical attractions	0.983	0.428
Information centres	0.366	0.872
Restaurant/ Theke	0.744	0.591
Parking areas	0.219	0.954
Tour program	2.127	0.061
Souvenir shop	0.427	0.830
<b>Price</b>		
Cost of trip (Car, taxi,...etc)	0.485	0.788
Admission price	0.395	0.853
Price performance ratio	2.007	0.077
<b>Place</b>		
Location (can be easily reached)	1.124	0.347
Sanitary facilities (restrooms, washbasin,...)	0.471	0.798
Safety and security	0.644	0.666
Technology	1.523	0.181
Operate of activities and time spent tour	2.094	0.065
<b>Promotion</b>		
Brochures	0.701	0.623
Display maps/Information boards	1.418	0.217
<b>People</b>		
Professional guide/Knowledgeable of staff	2.737	0.019
Personalised and friendly service towards the tourist	2.202	0.053
Reliability In handling customer service problems	3.241	0.007
Providing accurate information	0.894	0.485
<b>Process</b>		
Offer of cultural and other events	2.869	0.015
Opening hours	1.401	0.223
General quality of the attraction is offer	1.826	0.107
Quality of service	0.897	0.483

Note: Significant at 0.05 level

**Table 4.56** The relationship between how much time spend on visit to attraction  
and marketing mix factors (Cont.)

Marketing mix factors	<i>F</i>	Sig.
<b>Physical evidence</b>		
New knowledge and experiences	0.143	0.982
Image of attraction	0.433	0.826
Weather and climate	2.200	0.054
Cleanliness of the attraction	0.338	0.890

Note: Significant at 0.05 level

Findings from Table 4.56 stated that there is significant relationships between reliability in handling customer service problems on people (0.007), offer of cultural and other events on process (0.015) in part of marketing factors and how much time spend on visit to attraction. The result finding from table 4.56 is no significant relationships between how much time spend on visit to attraction in the part of tourists' behaviour and marketing mix factors.

**Table 4.57** The relationship between what type of sources use to find information  
of Kamphaeng Phet Historical Park and marketing mix factors

Marketing mix factors	<i>F</i>	Sig.
<b>Products</b>		
Cultural/Architecture/Historical attractions	0.090	0.986
Information centres	1.529	0.193
Restaurant/ Theke	1.375	0.242
Parking areas	1.792	0.130
Tour program	0.915	0.455
Souvenir shop	0.837	0.502
<b>Price</b>		
Cost of trip (Car, taxi,...etc)	3.292	0.011
Admission price	0.186	0.945
Price performance ratio	0.288	0.886
<b>Place</b>		
Location (can be easily reached)	2.274	0.061
Sanitary facilities (restrooms, washbasin,...)	2.654	0.033
Safety and security	0.358	0.838
Technology	0.583	0.675
Operate of activities and time spent tour	1.282	0.276

Note: Significant at 0.05 level

**Table 4.57** The relationship between what type of sources use to find information of Kamphaeng Phet Historical Park and marketing mix factors (Cont.)

Marketing mix factors	<i>F</i>	Sig.
<b>Promotion</b>		
Brochures	0.781	0.538
Display maps/Information boards	0.338	0.852
<b>People</b>		
Professional guide/Knowledgeable of staff	0.276	0.893
Personalised and friendly service towards the tourist	1.417	0.227
Reliability In handling customer service problems	0.314	0.868
Providing accurate information	0.623	0.647
<b>Process</b>		
Offer of cultural and other events	1.853	0.118
Opening hours	2.261	0.062
General quality of the attraction is offer	1.566	0.183
Quality of service	0.258	0.905
<b>Physical evidence</b>		
New knowledge and experiences	0.529	0.715
Image of attraction	0.903	0.462
Weather and climate	0.646	0.630
Cleanliness of the attraction	0.610	0.656

Note: Significant at 0.05 level

Findings from Table 4.57 stated that there is significant relationships between cost of trip (car, taxi,..etc) on price (0.011), sanitary facilities (restrooms, washbasin,..) on place (0.033) in part of marketing factors and what type of sources use to find information of Kamphaeng Phet Historical Park. The result finding from table 4.57 is no significant relationships between what type of sources use to find information of Kamphaeng Phet Historical Park in the part of tourists' behaviour and marketing mix factors.

The results from table 4.53-4.57, therefore, accepted the null Hypothesis 6 which stated that there is no significant relationship between tourists' behaviour and tourists' satisfaction on marketing mix factors when visit to Kamphaeng Phet Historical Park.

#### 4.6 Interview

The additional interview from tourist who visiting to Kamphaeng Phet Historical Park during October-December, 2013 choosing respondents by random for 30 respondents.

The interview were finding that the part of produces such as cultural/architecture/historical attractions, information centres, restaurant/theke, parking areas, tour program and souvenir shop, the respondents were completely satisfied in particular cultural/architecture/historical attractions but souvenir shop should have more products its would be great.

The part of price such as cost of trip (car, taxi,..etc), admission price and price performance ratio, the respondents were completely satisfied on price performance ratio but cost of trip (car, taxi,..etc) should have standard price and post it front of the attraction.

The part of place such as location (can be easily reached), sanitary facilities (restrooms, washbasin,..), safety and security, technology and operate of activities and time spent tour, the respondents were completely satisfied on location because easy to reached but restrooms in part of sanitary facilities its too and there are not enough.

The part of promotion such as brochures and display maps/information boards, the respondents were somewhat satisfied on display maps but difficult to find out information.

The part of people such as professional guide/knowledgeable of staff, personalised and friendly service towards the tourist, reliability in handling customer service problems and providing accurate information, the respondents were completely satisfied guide/knowledgeable of staff but staff in other section can't speak english.

The part of process such as offer of cultural and other events, opening hours, general quality of the attraction is offer and quality of service, the respondents were completely satisfied in offer of cultural and other events.

The part of physical evidence such as new knowledge and experiences, image of attraction, weather and climate, cleanliness of the attraction, the respondents were completely satisfied in image of attraction.

#### **4.7 Observation**

In the part of observation, the researcher was observed tourists who visiting to Kamphaeng Phet Historical Park during October-December, 2013. Finding that most of the tourists travel with travel agency, enjoy and pay attention with group activity. Some of the tourists who travel with small group or come alone they enjoy to walk around the attraction and spend time to take a photo.



## **CHAPTER 5**

### **CONCLUSION, Discussions and Recommendation**

This study aimed to study tourists' satisfaction towards Kamphaeng Phet Historical Park. The concept of satisfaction was introduced to guide in this study. Marketing mix elements is the factor used to examine the tourists' satisfaction. In this regard, the study analyzed the relationships between the tourists' demographic characteristics and tourists' behaviour characteristics that influence the tourists' satisfaction on marketing mix factors. Survey questionnaires were used as an instrument to collect data variables from 400 tourists who travel in Kamphaeng Phet Historical Park, by using convenience sampling. The demographic characteristics and tourists' behaviour characteristics were analyzed using frequency and percentage. Part of marketing mix factors toward tourists' satisfaction were analyzed using mean and standard deviation.

While hypotheses testing were analyzed using mean, standard deviation and T-test (one or two variable group). Also employed to test hypotheses were analyzed using mean, standard deviation and ANOVA (F-test) to test two or more variable group. The results were compiled and presented as follows.

#### **5.1 Demographic data of respondents**

Results from descriptive analysis found that majority of the respondents were female. Their ages were between 18 – 29 years old and single, holding bachelor degrees, and having an income of over 30,001 baht per month.

#### **5.2 Behaviour data of respondents**

Results from this part found that majority of the respondents around 66 percent visited Kamphaeng Phet Historical Park more than one time, while the rest or 34 percent of them are first time visited to Kamphaeng Phet Historical Park, 68.2 percent traveling with organised groups, 59.8 percent of the respondents were get to the attraction by coach,

spend time on their visited for 2 hours or more but less than half a day at 46.5 percent and 94.5 percent of respondents find the information about Kamphaeng Phet Historical Park from internet.

### **5.3 Marketing factors toward tourists' satisfaction**

Marketing mix elements of Kamphaeng Phet Historical Park with 7 factors which are Product, Price, Place, Promotion, People, Process and Physical evidence as show the result below;

Studying product factors were taken into account in this study included cultural/architecture/historical attractions, information centres, restaurant/theke, parking areas, tour programs and souvenir shop. From the study found that tourists were satisfied with parking areas at completely satisfied level (4.48), tour programs at completely satisfied level (4.44), cultural/architecture/historical attractions at completely satisfied level (4.42), information centres at completely satisfied level (4.22), souvenir shop at very satisfied level (4.10), restaurant/theke at very satisfied level (3.55). The total of product factors toward tourists's satisfaction level was very satisfied.

Factors employed under pricing included cost of trip (car, taxi,..etc), admission price and price performance ratio. The study found that the tourists were satisfied with price performance ratio at completely satisfied level (4.55), admission price at completely satisfied level (4.53), and cost of trip (car, taxi,..etc) at completely satisfied level (4.51). The total of price factors toward tourists's satisfaction level was completely satisfied.

For the place factors which included location (can be easily reached), sanitary facilities (restrooms, washbasin,..), safety and security, technology and operate of activities and time spent tour. The study found that the tourists were satisfied with technology at completely satisfied level (4.58), operate of activities and time spent tour at completely satisfied level (4.58), sanitary facilities (restrooms, washbasin) at completely satisfied level (4.53), location (can be easily reached) at completely satisfied level (4.52), safety and security at completely satisfied level (4.52). The total of place factors toward tourists's satisfaction level was completely satisfied.

Promotion factors were taken into account in this study including brochures and display



maps/information boards . The average mean value of satisfaction on promotion was 4.56 (Completely satisfied). The tourists stated that they were satisfied with brochures and display maps/information boards at the same Completely satisfied level (4.56). The total of promotion factors toward tourists's satisfaction level was completely satisfied.

People factors were taken into account in this study including professional guide/knowledgeable of staff, personalised and friendly service towards the tourist, reliability in handling customer service problems and providing accurate information. The tourists stated that they were satisfied with professional guide/knowledgeable of staff (4.54), personalised and friendly service towards the tourist (4.54), reliability In handling customer service problems (4.53) and providing accurate information (4.61) at the same completely satisfied level. The total of people factors toward tourists's satisfaction level was completely satisfied.

Process factors were taken into account in this study including offer of cultural and other events, opening hours, general quality of the attraction is offer and quality of service. The tourists stated that they were satisfied with offer of cultural and other events (4.57), opening hours (4.61), general quality of the attraction is offer (4.62) and quality of service (4.60) at the same completely satisfied level. The total of process factors toward tourists's satisfaction level was completely satisfied.

Physical evidence factors were taken into account in this study including new knowledge and experiences, image of attraction, weather and climate and cleanliness of the attraction. The tourists stated that they were satisfied with new knowledge and experiences (4.64), image of attraction (4.63), weather and climate (4.66) and cleanliness of the attraction (4.65) at the same completely satisfied level. The total of physical evidence factors toward tourists's satisfaction level was completely satisfied.

#### **5.4 The relationships between tourists demographic characteristics towards marketing mix factors of Kamphaeng Phet Historical Park**

One objective of the research was to study which of the demographic characteristics towards marketing mix factors of Kamphaeng Phet Historical Park. The results from descriptive analysis found that tourists with different demographic characteristics such as gender, age, marital status, education level and income were no different in their satisfaction towards marketing mix factors of Kamphaeng Phet Historical Park.

The results revealed that the tourists with different demographic were no different in their satisfaction when visit to Kamphaeng Phet Historical Park. The results from this study, therefore, agreed with previous studies done by Sudara (2007) and Chang (2006) who found visitors at all destinations were extremely homogenous with regard to their demographics, lifestyle, and activity level preferences. In contrast, the study of Weaver & Oppermann (2000); Kotler (2003); Alegre & Pou (2005), argued that tourists' socio-demographic segmentation can readily be associated with specific types of tourism behaviour including wants, preferences, and usage rates thus, the tourist's demographic profiles should have a direct influence on satisfaction.

#### **5.5 The relationships between tourists' behaviour towards marketing mix factors of Kamphaeng Phet Historical Park**

The objective of the research was to study relationships between tourists' behaviour towards marketing mix factors of Kamphaeng Phet Historical Park. The results found that there was no relationship between tourists' behaviour towards marketing mix factors of Kamphaeng Phet Historical Park. Although the marketing mix elements were variable, it was not statistically significantly different from the mean.

Results of this study suggested that first time visit in a part of tourists' behaviour found that tour program, safety and security, professional guide and knowledgeable of staff got completely satisfied, it was also found that were slightly significant on marketing mix factors. Considering travel party found that reliability in handling customer service problem and quality of service got satisfaction level at completely satisfied, it was also found that were slightly significant on marketing mix factors. In the

question how did you get to the area? Found that, tour program, professional guide and knowledgeable of staff and general quality of the attraction is offer were slightly significant. In the question how much time did you spend on your visit to this attraction? Found that, reliability in handling customer service problem was slightly significant. Considering last question, what type of sources did you use to find information of the attraction? Found that, cost of trip, sanitary facilities were slightly significant, although got satisfaction level at completely satisfied.

This could be explained by focusing on the products of Kamphaeng Historical Park such as cultural/architecture/historical attractions, information centres, restaurant/theke, parking areas, tour program and souvenir shop which might attract tourists to visit Kamphaeng Historical Park. The results from this study were slightly different from previous research by Supajittra (2000) which concluded that the cultural differences between Thailand and other countries could attract visitors who were traveling to learn and experience particular features of an area, such as cultural themes including handicrafts, attractions, architecture, history and traditional life styles.

Focusing on the price such as cost of trip (car, taxi,..etc), admission price and price performance ratio. The results from this study were slightly different from previous research by Pisanu (1999) which stated that price in the marketing mix factors affected the tourists' behaviour of the existing tourism in Thailand. Therefore, the price was not highly sufficiently important to tourists to visit.

Focusing on the place such as location (can be easily reached), sanitary facilities (restrooms, washbasin,..), safety and security, technology, operate of activities and time spent tour. Weaver and Oppermann (2000) mentioned that place was important because tourists must travel to the destination in order to consume the tourist product; accessibility represented the extent to which the markets and destinations were connected. The results from this study were slightly different with previous research by Pisanu (1999) which stated that place in the marketing mix factors affected the tourists' behaviour of existing tourism in Thailand.

Focusing on promotion such as brochures and display maps/Information boards, the results from this study agreed with previous research by Pisanu (1999) which stated that

promotion in the marketing mix factors has no significant on the tourists' behaviour in Thailand. Weaver and Oppermann (2000) stated that promotion was the attempt to convey a positive image of the product to potential customers by appealing to the perceived demands, needs, tastes, values and attitudes of the market. It could be said that promotion was a vital factor in tourists' opinions. However, promotion as one of the marketing mix factors could not affect to tourists's behaviour.

Focusing on people such as professional guide/knowledgeable of staff, personalised and friendly service towards the tourist, reliability in handling customer service problems and providing accurate information. The results from this study agreed with previous research by Supajittra (2000) stated that people in the marketing mix factors has no significant on the tourists' behaviour.

Focusing on process such as offer of cultural and other events, opening hours, general quality of the attraction is offer and quality of service. The results from this study agreed with previous research by Wang Aimin (2012) stated that process on the marketing mix factors has no significant relationship with tourists' behaviour.

Furthermore, the findings revealed that the physical evidence such as new knowledge and experiences, image of attraction, weather and climate and cleanliness of the attraction. The results from this study were slightly different from previous research by Kannan, Srinivasan (2009) stated that physical evidence in the marketing mix factors affected the tourists' behaviour, in tourism the physical evidence is basically depends on travel experience, stay, and comfort.

## **5.6 Suggestions**

This part presented suggestions obtained from open-ended questions in part IV of the questionnaires. The results were organised summarised, and presented as follows.

The respondents suggested that in order to promote Kamphaeng Phet Historical Park to be well known, the information should be distributed through general mass media. In order to raise domestic tourism to become a successful beautiful tourist destination of Thailand, should promote itself as a unique location to gain competitive advantage. There should be continually promoted the existing attraction which not only limited to cultural heritage sites but including natural, historical, traditional and social life to fulfil significant tourism needs and also in different angle such as developing cultural centre to have a show as extravaganza. This would suggested that in order to encourage tourists' satisfaction when visit to Kamphaeng Phet Historical Park related parties need to develop tourism activities that can be combined with cultural activities such as sightseeing for activities during the festival and local event, seeing the way of local social life, that offered to various personal tourism needs. Consequently, new activities combined with historical and architectural sites could encourage repeat visits.

## **5.7 Research Difficulties and Limitations**

- 1) The important limitation of present research was an access to the area of data collection.
- 2) There was a difficulty in distributing questionnaire due to Political problem.
- 3) More difficulty was limited of time.

## **5.8 Recommendations for Further Research**

- 1) A study that investigates opinions of other tourism related parties such as tour operators, hotels, restaurants, airlines, and local and national government organizations generally concern with tourism especially for Kamphaeng Phet province
- 2) A study to explore more factors that affects tourism demand of Kamphaeng

Phet province.

- 3) A study to compare between Thai and foreign tourists.
- 4) A study that investigates strengths and weaknesses of Kamphaeng Phet Historical Park.



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**APPENDIX A**  
**Survey Questionnaire**

Stamford International University  
Graduate School

Dear Questionnaire respondent

My name is Sansanee Neamnak, I am a student in the international Master's degree program in Hotel and Tourism Management, currently completing a dissertation entitled "Tourist satisfaction towards Kamphaeng Phet Historical Park: This research aims to improve the tourism product so as to enhance the tourists' satisfaction, promote and support the operation of the Kamphaeng Phet Historical Park to be efficient, as a response to the Government's policy to revitalize tourism. The Thesis Advisor is Dr.Chumpunuch Jittithavorn.

The information that you have provided in this questionnaire will only be used for the purpose of this dissertation. It will not be disclosed, under any circumstances, to a third party.

Thank you very much for your time and assistance.

Sincerely,

Sansanee Neamnak  
Graduate Student  
Hotel and Tourism Management  
Stamford International University

**Dear Tourist,**

Welcome to Kamphaeng Phet Historical Park,

In order to optimise our offer according to your wishes, we would like to know more about your opinions and yourself as our tourist. We therefore kindly ask you to fill in this questionnaire after your visit. This is an **anonymous survey** so that your answers cannot be traced back to you personally.

**Part I: Tourists demographic characteristics**

**A1 Gender**

- 01 ☐ Male  
02 ☐ Female

**A2 Age**

- 01 ☐ 18-29 years  
02 ☐ 30-39 years  
03 ☐ 40-49 years  
04 ☐ 50-59 years  
05 ☐ 60 years and above

**A3 Marital status**

- 01 ☐ Single  
02 ☐ Married  
03 ☐ Divorced  
04 ☐ Separated  
05 ☐ Widowed

**A4 Education level**

- 01 ☐ High School  
02 ☐ Certificate/Diploma  
03 ☐ Bachelor Degree  
04 ☐ Master Degree  
05 ☐ PhD

**A5 Income (per month)**

- 01 ☐ Less than 7,500 Baht  
02 ☐ 7,501 Baht - 10,000 Baht  
03 ☐ 10,001 Baht - 20,000 Baht  
04 ☐ 20,001 Baht - 30,000 Baht  
05 ☐ Over 30,001 Baht

## Part II: Tourists behaviour characteristics

81 **First time** Choose the font family. **Historical Park?**

- 01 ☐ Yes
- 02 ☐ No

82 **Which of the following best describes your travel party?**(check the most appropriate answer)

- 01 ☐ Alone
- 02 ☐ A couple
- 03 ☐ Family members
- 04 ☐ Friends and relatives
- 05 ☐ Organised groups

83 **How did you get to the area?**

- 01 ☐ Car or van
- 02 ☐ Bicycle
- 03 ☐ Bus
- 04 ☐ Walking
- 05 ☐ Motorcycle
- 06 ☐ Coach (private/tour)

84 **How much time did you spend on your visit to this attraction?** (Please, only one answer)

- 01 ☐ Less than 30 minutes
- 02 ☐ 30 minutes or more, but less than 1 hour
- 03 ☐ 1 hour or more, but less than 2 hours
- 04 ☐ 2 hours or more, but less than half a day
- 05 ☐ More than half a day
- 06 ☐ The whole day

85 **In what types of sources did you use to find information of the Kamphaeng Phet Historical Park?** (check one or more than one if you need)

- 01 ☐ Magazine
- 02 ☐ Newspaper
- 03 ☐ Internet
- 04 ☐ Words of Mouth
- 05 ☐ T.V

### Part III: Marketing mix elements on tourists satisfaction

1 = Not at all satisfied    2 = Slightly satisfied    3 = Somewhat satisfied  
4 = Very satisfied    5 = Completely satisfied

Evaluation of Destination		1	2	3	4	5
<b>Product</b>						
c1	Cultural/Architecture/Historical attractions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c2	Information centres	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c3	Restaurant/ Theke	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c4	Parking areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c5	Tour programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c6	Souvenir shop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Price</b>						
c7	Cost of trip (Car, taxi,...etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c8	Admission price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c9	Price performance ratio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Place</b>						
c10	Location (can be easily reached)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c11	Sanitary facilities (restrooms, washbasin,...)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c12	Safety and security	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c13	Technology	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c14	Operate of activities and time spent tour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Promotion</b>						
c15	Brochures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c16	Display maps/Information boards	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>People</b>						
c17	Professional guide/Knowledgeable of staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c18	Personalised and friendly service towards the tourist	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c19	Reliability In handling customer service problems	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c20	Providing accurate information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Process</b>						
c21	Offer of cultural and other events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c22	Opening hours	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c23	General quality of the attraction is offer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c24	Quality of service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Physical evidence</b>						
c25	New knowledge and experiences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c26	Image of attraction	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c27	Weather and climate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c28	Cleanliness of the attraction	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



#### Part IV: Comments or suggestions

D1 Do you have any comments or suggestions

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## **BIOGRAPHY**

**Name :** Miss Sansanee Neamnak

**Place of Birth :** Phetchabun, Thailand

**Date of Birth :** January 21, 1984

**Education History :**

2002-2004	International Hotel and Tourism Industry Management School Diploma in Hotel and Tourism Management
2007-2011	Sukhothai Thammathirat Open University Bachelor of Hotel and Restaurant Management
2013-2014	Stamford International University Master of Business Administration (M.B.A.) Hotel and Tourism Management

**Employment History :**

2004-2007	The Regis Hotel Sydney, Australia Guest Service Agent
2008-2012	Carnival Cruise Lines, USA Restaurant Team Head
2013-2014	Kamphaeng Phet Rajabhat University Part Time Lecturer