

INTERNATIONAL TOURISTS' OPINIONS ON CHOOSING ACCOMMODATION
ON KHAO SAN ROAD

BY
JIRASAK MONTIP

Presented in Partial Fulfillment of the Requirements for the
Master of Arts Degree in Business English for International Communication
at Srinakharinwirot University

May 2009

INTERNATIONAL TOURISTS' OPINIONS ON CHOOSING ACCOMMODATION
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A MASTER'S PROJECT

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AN ABSTRACT

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The purposes of this study were to (1) to examine international tourists' opinions on choosing accommodation on Khao San Road and (2) to investigate the elements of the marketing mix (product, price, place and promotion) that attract tourists to accommodation on Khao San Road.

Data in the research were obtained from the questionnaires, distributed to fifty international tourists who aged between 18-35 years old and stayed on Khao San Road from February to March 2009. Nationalities of the targets were divided into three groups: North American, European and Asian.

The findings revealed that the primary reason that international tourists were attracted to accommodations on Khao San Road was price. Besides, the results indicated that most of the respondents knew about Khao San Road by word of mouth.

การศึกษาความคิดเห็นของนักท่องเที่ยวชาวต่างชาติต่อการตัดสินใจเลือกที่พักที่ถนนข้าวสาร

บทคัดย่อ

ของ

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เสนอต่อบัณฑิตวิทยาลัยมหาวิทยาลัยศรีนครินทรวิโรฒ เพื่อเป็นส่วนหนึ่งของการศึกษาตามหลักสูตร

ปริญญาศิลปศาสตรมหาบัณฑิต สาขาวิชาภาษาอังกฤษธุรกิจเพื่อการสื่อสารนานาชาติ

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สารนิพนธ์ฉบับนี้มีจุดมุ่งหมายเพื่อ (1) สอบถามความคิดเห็นของนักท่องเที่ยวชาวต่างชาติในการเลือกที่พักที่ถนนข้าวสาร และ (2) สำรวจว่าส่วนผสมทางการตลาดชนิดใดที่มีอิทธิพลดึงดูดนักท่องเที่ยวชาวต่างชาติให้มาพักที่ถนนข้าวสารมากที่สุด ส่วนผสมทางการตลาดประกอบด้วย ตัวสินค้า ราคาของสินค้า ช่องทางการจำหน่ายสินค้าหรือการให้บริการ และการประชาสัมพันธ์

ข้อมูลของการวิจัยมาจากการสุ่มตัวอย่างจากนักท่องเที่ยวชาวต่างชาติ ที่พักอยู่ที่ถนนข้าวสารระหว่างเดือนกุมภาพันธ์ - มีนาคม 2552 จำนวน 50 คน โดยพิจารณาเลือกตัวอย่างจากอายุ คือนักท่องเที่ยวที่มีอายุระหว่าง 18-35 ปี และสัญชาติของนักท่องเที่ยว ซึ่งประกอบด้วย 3 กลุ่มสัญชาติหลัก คือ อเมริกาเหนือ ยุโรป และ เอเชีย

ผลการศึกษาพบว่าส่วนผสมทางการตลาดที่สามารถดึงดูดนักท่องเที่ยวต่างชาติให้มาพักที่ถนนข้าวสารมากที่สุด คือ ราคาของสินค้า นอกจากนี้ การสำรวจยังพบว่าการประชาสัมพันธ์แบบปากต่อปากนั้น มีอิทธิพลต่อการตัดสินใจเข้าพักที่ถนนข้าวสารของนักท่องเที่ยวชาวต่างชาติมากที่สุด

The Master's Project Advisor, Chair of Business English for International Communication Program and Oral Defense Committee have approved this Master's Project *International Tourists' Opinions on Choosing Accommodation on Khao San Road* by Jirasak Montip as partial fulfillment of the requirements of the Master of Arts Degree in Business English for International Communication of Srinakharinwirot University.

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CHAPTER 1

INTRODUCTION

I. Background

According to World Tourism Organization or UNWTO (2008), Thailand is one of the world's most popular tourist destinations, attracting more than 14 million visitors a year. Johnson (2008) claims that Thailand is the destination for a tropical climate, captivating culture, and temples. Bahadur (2008) also comments that Thailand attracts more visitors than any other country in Southeast Asia because of its delectable cuisine and inherent natural beauty. These reasons make Thailand a dream destination with a variety of activities to offer almost various types of travelers.

It is evident that Bangkok, Thailand's capital city, is one of the world's most famous destinations for international tourists. According to the marketing consultant *Euromonitor International*, in 2006, Bangkok received the second highest number of tourists in the world after London ("Top 150 city destinations: London leads the way," 2007). *Travel and Leisure Magazine* (2008) also noted that Bangkok is Asia's best tourist destination, the third in the world in 2006 and recently the best city in the world in 2008. Moreover, Bangkok is a city that combines the flavors of the East with all the convenience of the West. The number of tourists is leading to a rise in the number of luxury hotels and smaller boutique hotels. Besides the deluxe hotel, there are large numbers of inexpensive hotels for young travelers and low budget tourists throughout the city. The best places for tourists are along the sky train line, such as Sukhumvit, Silom and Siam Square.

Nowadays, Bangkok can be one of the most complicated places in Thailand to decide on a place to stay, since hotel rates change easily and there are many accommodations spread out over the city (Rutherford, 2004). Although there are plenty of places for backpackers to stay in Bangkok, such as guesthouses along Sukhumvit Road and the Silom area, most backpackers prefer to stay on Khao San Road, which is well known for cheap accommodation. Khao San Road is a popular destination among international tourists, especially backpackers and young travelers.

The increasing number of international tourists at Khao San Road is interesting in terms of marketing strategies. Therefore, the main aim of this study was to survey opinions about the factors that attract tourists to stay on Khao San Road. Furthermore, the marketing elements (product, price, place and promotion) that have the most influence on international tourists' decisions were explored.

II. Objective of the Study

The objective of this study was twofold. First, it was to examine international tourists' opinions on choosing accommodation on Khao San Road. Second, it was to investigate the elements of the marketing mix (product, price, place and promotion) that attract tourists to accommodation on Khao San Road.

III. Significance of the Study

This study showed the opinions of the tourists on choosing accommodation on Khao San Road. In addition, the elements of the marketing mix that attract tourists to stay at Khao San Road were explored. It was expected that the findings of this study would be beneficial to business people such as guesthouse owners and restaurateurs in developing

marketing strategies to attract young travelers and backpackers. Furthermore, the results will be advantageous for other researchers who want to use this study as their reference.

IV. Scope of the Study

This study focuses on examining tourists' opinions on deciding where to stay on Khao San Road. The participants were 50 international tourists, aged between 18-35 years old who were staying on Khao San Road from February to March 2009 only.

Nationalities of the targets were divided into three groups: 20 North Americans who were Canadian and American, 20 Europeans which are Finish, Norwegian, Swiss, German, Irish and British and 10 Asians which are Korean, Chinese and Japanese. These numbers of the targets were chosen in correspondence to a survey done on Khao San Road on January 2009. The results of the survey indicated that Europeans and North Americans made up 80% of the tourists who chose to stay on Khao San Road.

V. Definition of Terms

The follows terms used in this study are defined as:

Accommodation

Accommodation refers to accommodation on Khao San Road. There are two types of accommodation, budget accommodation and mid-range accommodation. Budget accommodation refers to accommodation with rooms ranging from 100-500 Baht a night while mid-range accommodation starts from 500 Baht, with facilities such as swimming pools and mini bars.

Marketing Mix

Marketing mix refers to a combination of marketing elements used in the sale of rooms on Khao San Road. The marketing elements or the four Ps are product, price, place, and promotion. Product refers to services at Khao San Road that tourists need such as guesthouses, restaurants and travel agents. Price refers to prices that tourists pay to purchase the product, while place refers to the location where Khao San Road is situated and promotion refers to channels that tourists know about Khao San Road.

CHAPTER 2

LITERATURE REVIEW

This chapter provides the research related to this study in four major areas: Khao San Road, ways of life of backpackers, the Marketing Mix, and the related studies.

I. Khao San Road

Presently, Khao San Road is a favorite center of backpackers and young travelers. A popular novel that has been made into a Hollywood movie recently *The Beach*, which is set on Khao San Road leads to an increase in the number of tourists to Thailand. The movie draws many young tourists to Khao San Road (Redden, 2000).

Features of Khao San Road

Khao San Road is situated in the heart of Bangkok on the northern edge of Rattanakosin Island. It is surrounded by a majority of Bangkok's tourist destinations such as the Grand Palace, The Emerald Buddha Temple, Vimanmek Teak Palace and other famous tourist places. Moreover, Khao San Road is easy for people to get to and to go to other destinations. Transportation with a reasonable price is available at any travel agent along the road.

According to the Tourism Authority of Thailand (TAT), Khao San Road has become one of the world's most well-known destinations. It has evolved over the last twenty years from just one small hostel providing low-budget accommodation ("Destination Guide," 2008). Nowadays the road is known as a backpacker land. Almost all the buildings are converted into guesthouses where the main function of the street becomes a home of tourists, a halfway house between East and West (Garland, 1996).

Moreover, Watson (2005) also explained that Khao San is its own world where people can leave Bangkok behind once they step in. Unlike other areas that have to rely on high and low seasons, Kao San Road is always busy the whole time.

Types of accommodation on Khao San Road

For years, Khao San Road has been a good budget area (Cummings, 2005). The prices of budget accommodation on this road mostly range from 150-300 Baht per person with basic facilities such as a single bed, an electric fan, and a light bulb. In some guesthouses, there is not even a window. However, mid-range accommodations are available at a higher price starting from 500 Baht with other facilities such as swimming pools and mini bars.

Factors that influence people's decision on accommodation on Khao San Road

Useful items for backpackers are among common goods sold along the road, from cheap clothes to Thai handicrafts. Inexpensive restaurants can be seen everywhere along the road. Moreover, a lot of backpackers and young tourists use Khao San Road as a resting area before going to other parts of Thailand. They also take advantage of many travel agents to compare the prices of services when arranging visas and air tickets to other destinations.

Today, Khao San Road is packed with more than 100 guesthouses with 4,000 rooms, 125 food shops and restaurants, 144 various business centers, eight currency exchange booths, 12 internet cafes, 20 travel agencies and hundreds of roadside vendors. In addition, Khao San Road is the place where a person can find people from different countries around the world, and it is the most popular hangout for backpackers in

Bangkok (“Khao San Travel Guide,” 2008). Thus, new arrivals who come to Khao San Road enjoy bargaining and sharing travel tips and tales with their peers from all over the world.

II. Backpackers

As earlier mentioned, backpacking is considered a major activity of tourism industry. According to Backpacker Operators Association of NSW which concerns all backpacker operators throughout New South Wales and Sydney, Australia (2008), the typical backpacker is young (18-35 years), educated, adventurous and price conscious. Their traveling style is characterized by many factors such as, preference for budget accommodation, low cost services, flexible itinerary, active adventurous seekers and sociable. “Every age, group has its own needs. Young people, between the ages of 18-24 years old, have quite different requirements of hospitality from, say, older people between the ages of 55-65 years old. Both groups need to eat and sleep, but they prefer to do both things in environments which have strongly contrasting styles” (Wearne & Morrison, 1996, p.74).

Ways of Life

The Bureau of Tourism Research, Australia (2008) defines a backpacker as a traveler who spends one night or more in backpacker or hostel accommodation. Loker-Murphy and Pearce (1995) explained that backpackers are young and budget-minded tourists who exhibit a preference for inexpensive accommodations and an emphasis on meeting people (local and outsiders) as well as an independently organized and flexible itinerary, and on informal and participatory recreation activities.

Preference for budget accommodation and price conscious

Backpackers are aware of prices and want to spread their money over a longer period. Riley (1998) states that the prices of food and lodging are important for budget travelers. Pritchard and Morgan (1996) also see that young travelers are students who work part-time, usually with not very much money. Because of limited budget, the young travelers will look for a variety of hostels. Whilst they prefer to spend as little as possible for accommodation, they also want value for money and may not always choose the cheapest available. In addition, reasonable price of food and other services are important for backpackers.

Sociable travelers

Backpackers are not only on the budget and prefer to save money to extended stay. They are sociable and prefer to establish friendships and party with different people. They are particularly interested in meeting and living with local people. The United Nations Educational, Scientific and Cultural Organization or UNESCO (1983) reports that “young people experience travel precisely as a form of exploration or discovery in the fullest sense of the term, since they set out to discover not only other people, but also other ways of life, customs, cultural values, and forms of expression, scenery, religions, philosophies, civilizations, and more.” Arremberri (1992) also notes that young travelers tend to live in an environment and participating in the real life of the host city. Similarly, Krueel (1991) explains that these types of tourists are more likely to buy local goods and stay in locally organized accommodation.

Flexible itinerary and extended stay

Besides being sociable with different kinds of people, backpackers also want to explore various places with flexible itinerary. Simmons (2008) describes one characteristic of backpackers that they have a sense of independence, no fixed itinerary and relatively long periods of travel. Aramberri (1992) also points out that one of the reasons why young tourists can make flexible travel arrangements derives from the fact that they have plenty of time at their disposal. Their trips are usually taken during long vacation periods as those found in academic institutions. Thus, the average length of young travelers is longer than the older travelers who tend to have reduced leisure periods. This flexibility is also accounted for by the fact that young tourists can start their trips on low season.

Active adventurous seekers

Another characteristic of young travelers is being adventurous; they seek experiences that require active participation. Mintel (1991) investigates that a high percentage of young people think about adventure, excitement and freedom when they are planning to travel. On the other hand, Cohen (2003) states that backpackers are often condemned for their appearance, sexual freedom, use of drugs, stinginess and being secluding themselves in the backpackers' community. However, the fact still remains that not all backpackers behave like those as Cohen's mentioned.

In terms of marketing, Khao San Road provides choices among products and/or services to young travelers and backpackers. In sum, as mentioned earlier, there are many factors that attract backpackers and young travelers to stay at a guesthouse or hotel on Khao San Road. Tourists know Khao San Road by word of mouth about variety of goods, cheap accommodations, diverse food selections and entertainments. In addition, the road

is near by major tourist attractions and fairly easy to get to. Best deals at travel agents are also well known. Moreover, Marketing Mix is a big part of its growth and development.

III. Marketing Mix

The marketing mix refers to the use and specification of the four P's that describe the strategy of selling products in the marketplace. Broadly, Marketing Mix is a combination of factors which are used to market any particular product and/or service. The four P's of marketing mix are product, price, place, and promotion. Kotler (1997) explains that Marketing Mix is a set of marketing tools that companies use to pursue their marketing objectives in the target market. All four Ps should be tied together and they are needed in the Marketing Mix (Perreault & McCarthy, 1999).

For hospitality marketing purposes, Marketing Mix involves mixing a number of keys activities (Powers, 1997) which are:

- product (goods and services) that consumers need or want
- place that offering products convenient to the guest
- price that will yield a profit while providing value to the guest and taking into account the price of competing goods and services
- promotion that let prospective guests know of the offering, advertising, direct selling, and other forms of essential marketing communication.

Product

Marketing provides wide choices about products for customers. Perreault and McCarthy (1999) explain that the product area concerns how to develop the right *product* for the target market. This offering may involve a physical good, a service, or a blend of both. "The term product refers to tangible, physical products as well as services" ("The

marketing mix,” 2008, para. 4). Lamb and McDaniel (2000) also clarify a product as everything that a person receives in an exchange. It may be a tangible good like a pair of shoes or service like a haircut. Kotler and Armstrong (1999) argue that a product is anything that can be offered to the target market for the attention, acquisition, use, or consumption. It may involve physical goods, services, or ideas consisting of tangible and intangible attributes that can satisfy customer needs. Levitt (1986) also explains that people do not buy products; they buy the expectation of benefits. It is the benefits that are the product.

In terms of tourism, *product* is different from other products in a way that it is a sale of the consumption of an experience not a tangible product. The product is primary service based (“Understanding Tourism Market,” 2008). Furthermore, product is the most fundamental mix to satisfy the customer’s needs as it includes goods and services (Knowles, Diamantis & El-Mourhabi, 2001). According to Wearne and Morrison (1996), for the hospitality industry, marketing is the means by which they can turn the basics of food, beverages and accommodation into desirable products by adding value through service and presentation. Moreover, hospitality products are rapidly changing. Pricing strategies are of great importance to hospitality industry (Kotler, Bowen, & Makens, 1996).

Price

Pricing is at the heart of competition (Spulber, 1998). There are many ways to price a product. Needham and Dransfield (1991) define price as the sum or consideration or sacrifice for which a thing may be bought or attained. The price is the amount a customer pays for a product. It is determined by a number of factors including market share, competition, material costs, product identity and the customer’s perceived value of

the product. “The business may increase or decrease the price if other stores have the same product” (“Marketing Mix,” 2008, para. 3). In addition, Mahoney and Warnell (2002) also examine that when establishing prices, business should give attention to pricing strategies which may encourage off-season and non-peak period sales, longer stays, group business, and the sale of package plans (combination of room, meals, and recreational facilities).

In tourism market, “the combination of price and other elements of the marketing mix create the perception that the quality of the product is highly relative to the price paid” (“Understanding Tourism Market,” 2008, para. 4). Therefore, with the accommodation, it is a room rate which sets the pricing level for the rest of the hotel’s product. In addition, Medlik and Ingram (2000) pointed out that price expresses the value given by the accommodation through its location.

Place

Place means the location where a product can be purchased. It always refers to the distribution channel. Any physical store as well as virtual stores on the Internet are included (“Marketing Mix,” 2008).

In service marketing, place or location of the service provider and their accessibility are important factors. The location of the hotel influences its position in the market. For accommodation owners, place can be the strongest selling point if it is favorable (Knowles, Diamantis & El-Mourhabi, 2001). With many strong points of location, some guesthouse is in or near a particular city, some hotel denotes convenience accessibility and near attractive tourists’ destination, each accommodation requiring a different promotion strategy.

Promotion

The last element of the marketing mix is promotion. Promotion is essential as it communicates with target customers for effecting selling through personal selling (Knowles, Diamantis & El-Mourhabi, 2001). Perreault and McCarthy (1999) state that promotion concerns telling the target market of others in the channel of distribution about the right product.

Communication with target customers is very important for hospitality and tourism marketing. Promotion helps to reach the variations of customers demand and get the numbers of customers during low season as well as compete with other competitors in the market (Knowles, Diamantis & El-Mourhabi, 2001).

In sum, Khao San Road becomes more popular as it offers product that current or potential backpackers want in a place that is easily accessible. Moreover, the product is promoted and offered at a price that backpackers can afford.

IV. Related Research

There are studies about Khao San Road in various aspects. The related research is divided into two main areas according to this study which include young travelers or backpackers and the Marketing Mix.

In 1997, Hsu and Sung studied the travel behaviors of international students at a Midwestern university in United States. The study identified the travel behaviors and demographic characteristics of international students while traveling. The finding results indicated that young travelers prefer touring activities when traveling. Cheap hotels/motels, and fast-food restaurants were used most often by respondents.

Another study conducted by Pongprome (2003) is the factors affecting the foreign tourists' attitudes and behaviors on a visit to Khao San Road with 385

participants. The results of the study showed that entertainment, cheap accommodation and shopping are three main motivation factors that influenced foreign tourists to visit Khao San Road. The study also shows that foreign tourists' friends and internet played an important role in the decision to visit.

It is important to learn about backpackers and Khao San Road, therefore, the research of Howard (2005) entitled "Khao San Road: an Evolving Backpacker Tourist Enclave" was conducted. The research revealed that Khao San Road was evolving rapidly and it was expanding up-market. Hotels were upgrading and new hotels and up-market shops were under construction. The Khao San Business Association aimed to maintain a range of accommodation and services, but Koa San Road eventually might get too expensive and would lose its appeal to backpackers.

There are many researches on the elements of Marketing Mix or 4 Ps areas (product, price, place and promotion) related to tourism and the hospitality industry, such as accommodation, tourists' place, goods and services. In 2007, Lookin studied 50 foreign tourists' attitudes and behaviors towards their expenditure at Jatujak Market. Jatujak Market was chosen because it is a place for budget tourists, similar to Khao San Road. The findings of this study pointed out that those foreign tourists emphasized perceived marketing attributes in product, price, place and promotion. This study demonstrated that most of the tourists acquired to meet a perceived need. They were sensitive on price discount and special offers. Most of them not only wanted a better environment, but also more conveniences. The results also showed that most foreign tourists obtained information from tourist booklets, Internet and information centers.

The research on international tourists' opinions towards China Town at Yoawarat (Ammaritakul, 2007) was carried out because Yoawarat is another popular tourists' destination in Bangkok. The results of this study revealed that international tourists were

attracted to visit Chinatown based on product, followed by price and place. According to the respondents' opinions, brochures or guidebooks were the most influential communication channels.

In further support of this study, the research of Hardesty and Bearden (2003) which focused on consumer evaluations of different promotion types and price presentation was chosen to study. The summary findings of this study showed that price discounts were effective when promotional benefits were concerned.

In conclusion, the marketing mix is necessary in every business because of it concentrates on factors which are used to achieve the marketing and business plan. Moreover, The Marketing Mix strategies are beneficial to business owners to understand the typical of young travelers and backpackers to maintain the current customers and increase the number of international tourists. From the literature review, young travelers and/ or backpackers are interested in budget accommodation, usually low cost or budget travel, extended visits and tend to engage in high cross-cultural exchange. In sum, this research suggests that the elements of marketing mix are a set of tools that are very important to the success of Khao San Road. In order to gain a complete understanding of the factors that attract tourists to stay on Khoa San Road, it is important to examine the elements of Marketing Mix that are relevant to the tourists' decisions.

CHAPTER 3

METHODOLOGY

This chapter explains the methodology of the research which covers four parts: population, instrument, validity and reliability and data analysis.

I. Participants

The participants of this study consist of 50 international tourists. The respondents who were staying on Khao San Road were randomly chosen based on ages and nationalities. There are 23 male and 27 female, aged between 18-35 years old who were staying at guesthouses or hotels on Khao San Road from February to March 2009. These numbers of respondents were chosen in correspondence to the survey on nationality of travelers who stayed on Khao San Road on January 2009. The results revealed that only 20% of tourists were Asian while most of travelers on Khao San Road were North American and European.

II. Research Instrument

In this study, a self-reporting questionnaire was constructed for data collection. The list of questions was designed in accordance with the objectives of the study. The questionnaire comprised three parts: personal information, opinions towards Khao San Road, and the elements of the marketing mix.

Part 1: Personal Information

This part aimed to gather the general information of participants. It contains questions regarding age, gender, education, marital status, occupation, and nationality. Travel information questions such as time of stay at Khao San Road, type of accommodations, travel companions, personal expense, and past experience at Khao San Road were included in this part. The respondents were requested to answer one open-ended question on tourists' opinions towards accommodation on Khao San Road.

Part 2: Opinions towards Khao San Road

In this part, the questions covered the opinions of tourists on choosing to stay on Khao San Road. Satisfaction levels are ranged from one to five.

Part 3: Elements of the Marketing Mix

The questions in this part explored the levels of tourists' decisions to stay on Khao San Road from four Ps in the marketing mix elements (product, price, place and promotion).

III. Validity and Reliability

The researcher consults an expert in terms of content validity. The questionnaire was distributed to five international tourists on Khao San Road as a pilot study for its validity. The tried out questionnaire was revised after getting the feedback.

IV. Data Analysis

The respondents were randomly chosen based on ages and nationalities. After all copies of the questionnaire from a sample group were completed, the researcher analyzed the data by using SPSS (Statistical Package for Social Science). The data was gathered in the form of multi-item 5 point scale measures and mean scores were transformed. The findings, conclusions and recommendations were revealed (included in the following chapters).

CHAPTER 4

FINDINGS

The findings of the study including a brief description with tables are presented in this chapter. The results of the study are divided into three main sections. The first section presents personal information of respondents. The second section presents the opinions of international tourists towards Khao San Road and the third section presents the elements of the marketing mix which attract international tourists to stay on Khao San Road.

I. Personal Information of Respondents

TABLE 1 Respondents' gender

Gender	Total	Percentage
Male	23	46
Female	27	54
Total	50	100

This table shows details of gender. In terms of gender, 46% of the respondents were male, which were 23 of the 50 respondents while the remaining 27 respondents were female or 54% of all respondents.

TABLE 2 Respondents' nationality

Nationality	Total	Percentage
North American		
Canadian	6	30
American	14	70
Total	20	100
European		
Finnish	2	10
Norwegian	2	10
Swiss	6	30
German	3	15
Irish	2	10
British	5	25
Total	20	100
Asian		
Chinese	1	10
Japanese	4	40
Korean	5	50
Total	10	100
Total	50	100

Table 2 presents nationalities of the respondents, 70% of the North American respondents were American and 30% were Canadian. Most European participants were Swiss (30%) followed by British (25%) and German (15%) respectively. 50% of Asian

participants were Korean, 40% were Japanese and 10% were Chinese. In sum, most of the participants were American, accounting for 28% of all the respondents.

As mentioned earlier, typical backpackers are young, single and educated. Tables 3, 4 and 5 show an analysis of the participant's ages, marital status and educational levels.

TABLE 3 Respondents' age

Age	Total	Percentage
Under 20 years old	7	14
20-25 years old	21	42
26-30 years old	14	28
31-35 years old	8	16
Total	50	100

Table 3 shows the respondents' age range. It was found from the study that most of respondents were young. The results indicate that 42%, or 21 persons, are in the second group (20-25 years old).

TABLE 4 Respondents' marital status

Marital Status	Total	Percentage
Single	43	86
Married	7	14
Total	50	100

The findings in Table 4 also show that most respondents were single (86%). Further, 85% of them were from North America while 80% from Europe. Similarly 100% of Asian participants were single.

TABLE 5 Respondents' education

Education	Total	Percentage
High School or lower	13	26
Undergraduate	17	34
Graduate School	19	38
Other	1	2
Total	50	100

Table 5 shows that 34% of the participants were undergraduate students and 38% were attending graduate school. However, 26% of the respondents had a high school education or less.

TABLE 6 Respondents' occupation

Occupation	Total	Percentage
Student	14	28
Business	14	28
Professional/Educator	8	16
Unemployed	3	6
Other	11	22
Total	50	100

It can be noted that most of the respondents were students, comprising 28% of all participants. The same as 28% of the respondents worked in the business field. Other occupations included a personal trainer, social worker, technician, waitress and bartender account for 22% of the respondents as shown in Table 6. In summary, the findings reveal that the respondents are young and educated.

TABLE 7 Respondents' accommodation

Accommodation	Total	Percentage
Guesthouse	31	62
Hotel	19	38
Total	50	100

Table 7 reveals that 90% of the Asians, 60% of the North Americans and 50% of the Europeans comprising 62% of all respondents were staying in guesthouses.

TABLE 8 Respondents' length of stay

Length of stay	Total	Percentage
1-3 days	25	50
4-6 days	18	36
7-9 days	2	4
10-12 days	0	0
12-15 days	1	2
More than 15 days	4	8
Total	50	100

Table 8 shows the participant's length of stay on Khao San Road. The findings indicate that 50% of Asian and 45% were North American participants stayed on Khao San Road for 4 to 6 days, while most European participants (80%) stayed for 1-3 days. It can be concluded that most of the participants stayed on Khao San Road for 1-3 days (50%) followed by those who stay for 4 to 6 days (36%). Less common is those who stay more than 15 days (8%).

TABLE 9 Respondents' other expenses

Other expenses	Total	Percentage
US \$1-10	14	28
US \$11-20	17	34
US \$21-30	7	14
US \$31-40	6	12
US \$41-50	4	8
Over US \$50	2	4
Total	50	100

Table 9 displays the expenses of the participants apart from accommodation. The results reveal that backpackers are aware of budget. Most of the respondents (34%) spent 11 to 20 US dollars per day/per person.

TABLE 10 Respondents' travel companions

Travel companions	Total	Percentage
Alone	8	16
Family	6	12
Friends or colleagues	36	72
Total	50	100

The result in Table 10 shows that 72% of participants were traveling with friends or colleagues.

TABLE 11 Respondents' experience

Have experienced staying at Khao San Road	Total	Percentage
Yes	32	64
No	18	36
Total	50	100

Table 11 reveals that 63.33% of the participants have experienced staying at Khao San Road.

TABLE 12 Respondents' recommendation

Recommend friends to stay on Khao San Road	Total	Percentage
Yes	41	82
No	9	18
Total	50	100

In addition, Table 12 shows that 82% of respondents would recommend their friends stay on Khao San Road. It can be noticed that the remaining 18% of respondents would not recommend their friends to stay on Khao San Road because of Khao San Road had changed rapidly and become too crowded and noisy.

II. Opinions towards Khao San Road

This section explores the opinions of tourists towards Khao San Road. The questionnaire was divided into five parts which included friendly people, safety, simple lifestyle, unique culture and convenience for onward travel. The findings of this part are presented in tables 13 through 17.

TABLE 13 Reason for choosing accommodation on Khao San Road: Friendly people

	Total	Percentage
Strongly Disagree	3	6
Disagree	8	16
Neutral	15	30
Agree	19	38
Strongly Agree	5	10
Total	50	100

Participants' opinions towards people on Khao San Road was studied because backpackers and young travelers are sociable and prefer to establish friendships and party with different people. Table 13 demonstrates that 38% of all participants selected accommodation on Khao San Road because of its friendly people.

TABLE 14 Reason for choosing accommodation on Khao San Road: Safety

	Total	Percentage
Strongly Disagree	5	10
Disagree	9	18
Neutral	20	40
Agree	12	24
Strongly Agree	4	8
Total	50	100

The figures in Table 14 reveal the respondents' opinions towards safety on Khao San area. 24% of participants agreed and 8% strongly agreed that the issue of safety influenced their decision to choose accommodation on Khao San Road. The remaining respondents 18% disagreed and strongly disagreed respectively (10%).

TABLE 15 Reason for choosing accommodation on Khao San Road: Simple lifestyle

	Total	Percentage
Strongly Disagree	3	6
Disagree	8	16
Neutral	15	30
Agree	14	28
Strongly Agree	10	20
Total	50	100

Furthermore, Table 15 shows that 28% of participants agreed that they decided to choose accommodation on Khao San Road because of its simple lifestyle and 20% strongly agreed with the statement. On the other hand, 16% of participants disagreed and 6% strongly disagreed.

TABLE 16 Reason for choosing accommodation on Khao San Road: Unique culture

	Total	Percentage
Strongly Disagree	1	2
Disagree	8	16
Neutral	14	28
Agree	8	16
Strongly Agree	19	38
Total	50	100

Table 16 indicates the opinions of the respondents towards culture on Khao San Road. It shows a very strong positive response to the unique cultural opportunities around Khao San Road. 38% of the respondents strongly agreed that its unique culture impacted their decision to choose accommodation on Khao San Road while 16% agreed. The remaining participants ranked neutral on this subject at 28% while 16% disagreed.

TABLE 17 Reason for choosing accommodation on Khao San Road:**Convenience for onward travel**

	Total	Percentage
Strongly Disagree	2	4
Disagree	2	4
Neutral	7	14
Agree	20	40
Strongly Agree 10	19	38
Total	50	100

According to the figures shown in Table 17, 40% of the respondents agreed with the statement that they chose to stay on Khao San Road because of the convenience for onward travel, while 38% of the participants strongly agreed. Only 4% disagreed and 4% strongly disagreed on this subject.

III. The elements of marketing mix which attract the tourists

The questionnaire was designed to investigate the elements of the marketing mix that attract tourists to find accommodation on Khao San Road. It consists of four parts of the marketing mix; product, price, place and promotion.

Product

The participants were asked to describe the factors that influenced their decision to stay on Khao San Road. The questionnaire aims to explore the opinions of the respondents towards the variety of accommodation, the quality of accommodation, the

uniqueness of accommodation, the variety of goods, the variety of food and restaurants and the variety of services on Khao San Road.

TABLE 18 Reason for choosing accommodation on Khao San Road: Variety of accommodation

	Total	Percentage
Strongly Disagree	2	4
Disagree	3	6
Neutral	15	30
Agree	22	44
Strongly Agree	8	16
Total	50	100

There are many kinds of accommodation on Khao San Road such as guesthouses, hostels and hotels with various room types from dormitory beds to private hotel rooms with all the amenities. The results revealed that young travelers looked for a variety of accommodation while 44% of respondents agreed that the variety of accommodation led them to stay on Khao San Road, while 16. % strongly agreed. The results are presented in Table 18.

TABLE 19 Reason for choosing accommodation on Khao San Road: Quality of accommodation

	Total	Percentage
Strongly Disagree	3	6
Disagree	9	18
Neutral	25	50
Agree	10	20
Strongly Agree	3	6
Total	50	100

Khao San Road has a lot of budget hotels and guesthouses. Some provide the basic functional accommodation needed. More expensive guesthouses and hotels might offer larger facilities. Table 19 demonstrates how much the quality of accommodation on Khao San Road affected the participants' decision. The results reveal that 50% of participants were neutral on this topic, while 20% agreed and 6% strongly agreed. 18% of respondents disagreed, and 6% strongly disagreed.

TABLE 20 Reason for choosing accommodation on Khao San Road:**Uniqueness of accommodation**

	Total	Percentage
Strongly Disagree	2	4
Disagree	8	16
Neutral	24	48
Agree	12	24
Strongly Agree	4	8
Total	50	100

Table 20 shows how strongly the uniqueness of accommodation on Khao San Road influenced the participants' decision to select accommodation. 48% of respondents were neutral on this factor while 24% agreed that the uniqueness of accommodation impacted their decision to choose to stay on Khao San Road.

TABLE 21 Reason for choosing accommodation on Khao San Road: Variety of goods

	Total	Percentage
Strongly Disagree	1	2
Disagree	9	18
Neutral	10	20
Agree	20	40
Strongly Agree	10	20
Total	50	100

Table 21 reveals that 40% of the participants agreed that the variety of goods such as clothes, book stores, CD or DVD stores, paintings, silver jewelry and Thai handicrafts persuaded them to stay on Khao San Road. 20% strongly agreed while 20% disagreed. It is interesting that most of the respondents had a positive response to this question.

TABLE 22 Reason for choosing accommodation on Khao San Road: Variety of food and restaurants

	Total	Percentage
Strongly Disagree	2	4
Disagree	1	2
Neutral	15	30
Agree	20	40
Strongly Agree	12	24
Total	50	100

Khao San Road is well known for the variety of food and restaurants. Thai and international restaurants are available along with budget food such as food from street vendors, food shops and restaurants, both local and international. Table 22 indicates that 40% of respondents agree that the variety of food and restaurants persuaded them to stay on Khao San Road. Meanwhile, 30% expressed neutral opinions. Among the remaining respondents, 24% strongly agreed. Those with negative opinions accounted for 6% of all respondents.

TABLE 23 Reason for choosing accommodation on Khao San Road: Variety of services

	Total	Percentage
Strongly Disagree	1	2
Disagree	3	6
Neutral	15	30
Agree	22	44
Strongly Agree	9	18
Total	50	100

Along the road there are many kinds of business to support the tourists such as travel agencies, internet cafe', massage parlours, tailors and much more. Table 23 presents figures that show how strongly the variety of services available on Khao San Road influenced participants' decision to stay there. The results reveal that 44% agree that they were influenced by this factor, while 30% felt neutral and 18 % strongly agreed.

Price

Khao San Road is well known for the cheap accommodation and travel deals. The opinions of the participants on prices of accommodation, goods, food and restaurants and services on Khao San Road were studied.

**TABLE 24 Tourists' decisions to choose accommodation on Khao San Road:
Affordable prices of accommodation**

	Total	Percentage
Strongly Disagree	0	0
Disagree	4	8
Neutral	8	16
Agree	28	56
Strongly Agree	10	20
Total	50	100

According to the findings shown in Table 24, 56% of the respondents agreed that price of accommodation affected their decision to stay on Khao San Road. The results also reveal that none of the respondents ranked disagree on this subject. This can be noted that backpackers are aware of accommodation prices.

**TABLE 25 Tourists' decisions to choose accommodation on Khao San Road:
Reasonable price of goods**

	Total	Percentage
Strongly Disagree	1	2
Disagree	1	2
Neutral	15	30
Agree	25	50
Strongly Agree	8	16
Total	50	100

Table 25 indicates the relative influence of the price of goods on the participants' decision in selecting accommodation on Khao San Road be it a guesthouse or a hotel. Because of a limited budget, 50% of participants agreed that the reasonable price of goods influenced their decisions and 8% strongly agreed on this subject.

**TABLE 26 Tourists' decisions to choose accommodation on Khao San Road:
Reasonable price of food and restaurants**

	Total	Percentage
Strongly Disagree	1	2
Disagree	3	6
Neutral	9	18
Agree	21	42
Strongly Agree	16	32
Total	50	100

As earlier discussed, backpackers want to spread their money for a longer period so they are aware of the prices of food. Table 26 shows the impact of prices of food and restaurants on participants' decision to stay on Khao San Road. The results indicate that 42% agreed, 32% strongly agreed, 18% felt neutral, 6% disagreed and 2% strongly disagreed.

**TABLE 27 Tourists' decisions to choose accommodation on Khao San Road:
Reasonable price of services**

	Total	Percentage
Strongly Disagree	1	2
Disagree	2	4
Neutral	12	24
Agree	22	44
Strongly Agree	13	26
Total	50	100

Table 27 reveals the impact of the price of services on participants' decision to select accommodation on Khao San Road. The results show that 44% of respondents agreed, 26% strongly agreed and 24% were neutral. From the findings, it can be summed that reasonable price of food and other services are important for backpackers' decision to choose accommodation.

Place

In term of Marketing Mix, place is an important factor. Therefore, this part focuses on location of Khao San Road regarding to accessibility, tourist attractions, shopping areas, entertainment places and environment.

TABLE 28 Tourists' decisions to choose accommodation on Khao San Road:**Easy to reach**

	Total	Percentage
Strongly Disagree	1	2
Disagree	5	10
Neutral	9	18
Agree	17	34
Strongly Agree	18	36
Total	50	100

According to Table 28 shows that 34% of respondents agreed that they had chosen to stay on Khao San Road because it was easy to reach and 36% strongly agreed on this topic.

TABLE 29 Tourists' decisions to choose accommodation on Khao San Road:**Near tourist attractions**

	Total	Percentage
Strongly Disagree	1	2
Disagree	4	8
Neutral	14	28
Agree	20	40
Strongly Agree	11	22
Total	50	100

Khao San Road is located on the Rattanakosin island, a place well-known as center of historical attractions. Table 29 shows that 40% of respondents agreed that they had chosen to stay on Khao San Road because it was near tourist attractions while only 8% disagreed and 2% strongly disagreed on this subject.

**TABLE 30 Tourists' decisions to choose accommodation on Khao San Road:
Many shopping areas**

	Total	Percentage
Strongly Disagree	0	0
Disagree	4	8
Neutral	15	30
Agree	16	32
Strongly Agree	15	30
Total	50	100

There are many shopping areas on Khao San Road and it is one of factors that made tourists decide to choose accommodation on Khao San Road..Table 30 indicates the percentage of respondents who chose to stay on Khao San Road because of its many shopping areas. The findings showed that 30% of the respondents were indifferent to the idea while 32% of participants agreed, 30% strongly agreed, 8% disagreed, while there were no respondents in strong disagreement.

TABLE 31 Tourists' decisions to choose accommodation on Khao San Road:**Many entertainment places**

	Total	Percentage
Strongly Disagree	1	2
Disagree	3	6
Neutral	16	32
Agree	15	30
Strongly Agree	15	30
Total	50	100

Table 31 shows the number of participants who selected accommodation on Khao San Road because it had many entertainment places. The results indicate that 32% of respondents were neutral while 30% agreed and 30% strongly agreed that entertainment places play an important role for them to choose the accommodation.

TABLE 32 Tourists' decisions to choose accommodation on Khao San Road:**Good environment**

	Total	Percentage
Strongly Disagree	4	8
Disagree	3	6
Neutral	18	36
Agree	14	28
Strongly Agree	11	22
Total	50	100

According to the figures in Table 32, 28% of respondents agreed that they had selected accommodation on Khao San Road because of its good environment. 36% did not have any differences on its good environment. Only 22% strongly agreed while 8% strongly disagreed and 6% disagreed.

Promotion

The findings of how backpackers and young travelers know about Khao San Road are important to this study. In this section, the participants were allowed to answer more than one choice.

TABLE 33 Tourists know about Khao San Road from:

	Total	Percentage
Guidebooks	33	68.33
Travel agents	6	10
Websites	15	33.33
Word of mouth	38	70
Other	0	0
Total	92	181.67

The findings revealed that most of the respondents learned about Khao San Road by word of mouth, guidebooks, websites, and from travel agents as detailed in Table 33. Overall, conclusions and recommendations arising from the findings in this chapter will be discussed in Chapter 5.

CHAPTER 5

CONCLUSION AND DISCUSSION

In this chapter, the conclusion, discussion of the results and recommendations for further studies are presented respectively.

I. Conclusion

Backpackers and young travelers look for a place to spend the night but they also seek services that match their needs. In order to maintain and increase the number of visitors on Khao San Road, business people should offer products and services with the right combination of the four elements of the marketing mix to improve their marketing results and effectiveness. Unfortunately, there has been no study that has analyzed which elements of the marketing mix are most essential in attracting the number of international tourists to Khao San Road.

Backpacking is considered a major activity of tourism industry. This is the case in Thailand, where Khao San Road has become the largest backpackers' hangout in the country. It is well known for its budget accommodation and lively atmosphere to backpackers from all over the world. Therefore, they can be considered a very significant market for tourism promoters in Thailand.

Thus, this study aims to examine international tourists' opinions towards choosing accommodation and investigate the elements of the marketing mix that attract tourists to select accommodation on Khao San Road.

II. Discussion

The questionnaire was designed to explore the tourists' opinions on choosing accommodation on Khao San Road. It consisted of three parts; there are personal information, opinions towards Khao San Road and elements of the marketing mix that attracted international tourists.

The purpose of the first part aims to understand the characteristics of the tourists on Khao San Road. The results showed that 86% of respondents were single and most of them were between 20 and 25 years old. The results also indicated that most of the respondents were students. This revealed that most of backpackers and travelers on Khao San Road were young and educated. Apart from young and educated, backpackers prefer to spend as little as possible for accommodation. Moreover, most respondents stayed in guesthouses, while only 38% stayed in hotels. The results showed that most respondents spent 11 to 20 US dollars per day/ per person. As mentioned above, most of the young travelers were students, so they were concerned about price.

Understanding tourists' opinions can be beneficial in improving current business status on Khao San Road. When the respondents were asked to express their opinions towards Khao San Road, most respondents offered positive opinions. The results shown in chapter 4 indicated that word of mouth about the tourists' experiences on Khao San Road played an important role in establishing the reputation of Khao San Road. The findings revealed that 64% of respondents who experienced a stay Khao San Road and most of them would recommend the accommodation to their friends. On the other hand, more than a third of the respondents would not recommend it because of its noisy and crowded environment.

As Loker-Murphy and Pearce (1995) state that young travelers want to meet new people and make new friends. The study shows that 38% of the respondents choose accommodation on Khao San Road because of its friendly people. When asked about lifestyle, 28% of the respondents choose accommodation on Khao San Road because of its simple lifestyle and 40% were attracted to Khao San Road because of its convenience for onward travel. It can be concluded that backpackers and young travelers sought fun and convenience while maintaining a free lifestyle. Moreover, 38% of respondents strongly agreed that the unique culture of Khao San Road influenced them to choose accommodation on this area. Interestingly, safety did not seem to be an important factor for tourists that need to be addressed by those promoting tourism on Khao San Road. Results showed that only 24% of respondents felt that the safety factor influenced them to stay on Khao San Road while 18 % of participants disagreed and 10% strongly disagreed with this statement.

Khao San Road is an affordable destination that has become famous among world travelers. Pricing is at the heart of competition (Spulber, 1998). Accommodation on Khao San Road used to be very basic but nowadays many guesthouses are upgrading at reasonable prices. International mix of travelers and its uniqueness make Khao San Road an interesting place to stay. The findings revealed that reasonable price of accommodation on Khao San Road appealed to backpackers and young travelers who want to save money. The third part in the questionnaire concerned the elements of the marketing mix that attracted international tourists.

In terms of product, the results showed that most respondents chose accommodation because of the variety of accommodation, complemented by various kinds of goods, services, food and restaurants. The variety of services is important for

backpackers because most of them use Khao San Road as a resting area before going to other parts of Thailand. It can be concluded that the respondents' primary motivation is the variety of products. Business people should consider the variety of product in their marketing plans, and provide more variety of accommodation and other amenities to increase the number of tourists. This will help expand the market to various target groups.

In addition to the product factor those involved in promoting business on Khao San Road also need to be aware of the price factor. It is no surprise that the results demonstrate a very strong positive response to the price factor. According to the results, price of accommodation was the most important subject for respondents when choosing accommodation. To prove this claim, it can be seen that 76% of respondents agreed or strongly agreed that they chose to stay on Khao San Road because of its affordable prices. Besides the price of accommodation, reasonable price of goods, services, food and restaurants were also important factors that influenced tourists' decisions. It is remarkable that very few respondents showed disagreement with the price factor.

Place or location of accommodation and accessibility were also important factors to consider. Questions about location were aimed to reveal participants' attitudes towards the location of Khao San Road. The results showed tourists' positive opinions towards the location. The study reveals that most of the tourists agreed that Khao San Road is the place that easy to get to from anywhere in Bangkok. Most participants or 36% strongly agreed and 34% agreed that they chose accommodation on Khao San Road because of its easy access. This part reveals that location of accommodation is important for backpackers because they want to explore various places.

When participants were asked how strongly the quantity of shopping areas and entertainment places influenced their decision to choose accommodation on Khao San Road, the results indicated that most participants were not aligned with this factor, followed by those who agreed and strongly agreed respectively while a few of the respondents disagreed with this factor. The findings showed that 30% of the respondents were neutral on the quantity of shopping areas while 32% of participants agreed, 30% strongly agreed. Moreover, 32% of respondents were neutral on the numbers of entertainment places while 30% agreed and 30% strongly agreed. It can be noticed that the quantity of shopping areas and entertainments places was also important to tourists' considerations.

The final question concerning location aimed to explore the respondents' opinions concerning the quality of the environment on Khao San Road. The results showed that 36% of respondents were not supporting this factor, 28% agreed and 22% strongly agreed that the quality of the environment was an important factor. The results revealed that most tourists not only wanted a convenient location, but they also wanted a good environment. Business owners and authorities on Khao San Road should seriously consider the environmental issue in order to improve tourists' perspectives and decisions to select Khao San Road for their accommodation.

Finally, the results revealed that 70% of respondents knew about Khao San Road by word of mouth, followed by guidebooks, websites and travel agents. According to the survey, most tourists who had experienced Khao San Road were impressed, and thus recommended it to other travelers. In order to increase the number of international tourists to stay on Khao San Road, guidebooks and websites were important channels for promotion because they were easy to access. On the other hand, most tourists did not get

information about Khao San Road from travel agents. Thus, cooperation with travel agents to promote Khao San Road might be considered a viable choice of promotion.

III. Recommendation

Since young travelers are important to Thailand's tourism industry, the following recommendations for further studies are suggested:

1. The relationship between pricing strategy and accommodation quality along with an analysis of the quality of accommodation on Khao San Road might be discussed for further study.

2. Considering the very high repeat volume of visitors who stay on Khao San Road, further study might focus on a survey of customers' loyalty to Khao San Road. The study would be beneficial to other budget accommodation areas aiming to increase the number of tourists.

3. While there are numerous places for backpackers to stay in Bangkok, this study has focused only on Khao San Road. Studying the elements of the marketing mix on all budget accommodation in Bangkok should be further explored in order to promote Bangkok for a backpacker market.

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APPENDIX

QUESTIONNAIRE

This survey is conducted by a graduate student in Business English for International Communication at Srinakharinwirot University. The questionnaire is designed to explore the opinions of international tourists towards Khao San Road. Please take a few minutes to answer the questions below. All information will be kept confidential and used for this study only. Thank you for your cooperation.

Part 1: Personal Information

1. Gender Male Female

2. Nationality

3. Age Under 20 years old 20-25 years old
 26-30 years old 31-35 years old

4. Marital status

 Single Married

 Separated Divorced

5. Education High School or lower Undergraduate

 Graduate School Other (please specify)

6. Occupation Student Business Person

 Professional/Educator Farmer

 Unemployed Other (please specify).....

7. Type of accommodation on Khao San Road

- Guesthouse Hotel
- Other

8. Length of stay at Khao San Road

- 1-3 days 4-6 days
- 7-9 days 10-12 days
- 12-15 days Over 15 days

9. Other expenses apart from accommodation (per day/ per person)

- US \$1-10 US \$11-20
- US \$21-30 US \$31-40
- US \$41-50 Over US \$50

10. Travel companion

- Alone Family
- Friends or colleagues

11. Have you ever stayed at a guesthouse or at a hotel on Khao San Road?

- Yes times No

Price

Affordable prices of accommodations	1	2	3	4	5
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Reasonable prices of goods	1	2	3	4	5
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Reasonable prices of foods and restaurants	1	2	3	4	5
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Reasonable prices of services	1	2	3	4	5
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Note: Services are travel agencies, Internet cafe, massage parlours, tailors and much more.

Place

Easy to reach	1	2	3	4	5
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Near tourist attractions	1	2	3	4	5
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Many shopping areas	1	2	3	4	5
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Many entertainment places	1	2	3	4	5
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Good environment	1	2	3	4	5
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Promotion

I know about Khao San Road from

- guidebooks
- travel agents
- websites
- words of mouth
- others (please specify)

VITAE

VITAE

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