

INTERNATIONAL TOURISTS' OPINIONS TOWARDS CHINATOWN
AT YAOWARAT

A MASTER'S PROJECT
BY
JUTHARAT AMARITTAKUL

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

October 2007

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AN ABSTRACT

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Jutharat Amarittakul. (2007). *International Tourists' Opinions towards Chinatown at*

Yaowarat. Master's Project, M.A. (Business English for International

Communication). Bangkok: Graduate School, Srinakharinwirot University.

Project Advisor: Asst. Prof. Dr. Amphon Srisermbhok.

The purposes of this study were to (1) find out which element among product, price, and place attracts international tourists to visit Chinatown at Yaowarat, and (2) to investigate the most attractive Chinese aspect in Chinatown at Yaowarat.

Data in the research were obtained from the questionnaires, distributed to twenty-five western tourists and twenty-five Asian tourists at Yaowarat in July 2007, starting from 15 to 21.

The findings showed that international tourists were attracted to visit Chinatown at Yaowarat based on products the most. Besides, the results indicated that Chinese cuisine attracted international tourists to visit Chinatown at Yaowarat the most.

ความคิดเห็นของชาวต่างชาติต่อชุมชนคนจีนย่านเยาวราช

บทคัดย่อ

ของ

จุฬารัตน์ อมฤตกุล

เสนอต่อบัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ เพื่อเป็นส่วนหนึ่งของการศึกษา
ตามหลักสูตรปริญญาศิลปศาสตรมหาบัณฑิต สาขาวิชาภาษาอังกฤษธุรกิจเพื่อการสื่อสารนานาชาติ
ตุลาคม 2550

จุฑารัตน์ อมฤตกุล. (2550). *ความคิดเห็นของชาวต่างชาติต่อชุมชนคนจีนย่านเยาวราช*.

สารนิพนธ์ ศศ.ม. (ภาษาอังกฤษธุรกิจเพื่อการสื่อสารนานาชาติ). กรุงเทพฯ: บัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ. อาจารย์ที่ปรึกษาสารนิพนธ์: ผู้ช่วยศาสตราจารย์ ดร. อัมพร ศรีเสริมโภค.

สารนิพนธ์ฉบับนี้มีจุดมุ่งหมายเพื่อ (1) หาค่าประกอบในกลยุทธ์ทางการตลาดระหว่างสินค้า ราคา และ การเข้าถึง ที่ดึงดูดนักท่องเที่ยวชาวต่างชาติให้มาเที่ยวเยาวราชมากที่สุด และ (2) หาลักษณะแบบจีนในเยาวราชที่ดึงดูดใจนักท่องเที่ยวมากที่สุด

ข้อมูลของการวิจัยมาจากแบบสอบถาม โดยสอบถามนักท่องเที่ยวชาวตะวันตกจำนวน 25 คน และนักท่องเที่ยวชาวเอเชียจำนวน 25 คน ที่เยาวราชระหว่างวันที่ 15-21 กรกฎาคม 2550

ผลการวิจัยพบว่ากลยุทธ์ทางการตลาดด้านสินค้าดึงดูดนักท่องเที่ยวต่างชาติให้มาเที่ยวเยาวราชมากที่สุด และลักษณะแบบจีนในเยาวราชที่ดึงดูดใจนักท่องเที่ยวมากที่สุด คือ อาหารจีน

The Master's Project Advisor, Chair of Business English for International Communication Program and Oral Defense Committee have approved this Master's Project as partial fulfillment of the requirements of the Master of Arts Degree in Business English for International Communication of Srinakharinwirot University.

Project Advisor

.....

(Assistant Professor Dr. Amphon Srisermbhok)

Chair of Business English for International Communication Program

.....

(Assistant Professor Dr. Tipa Thep-Ackrapong)

Oral Defense Committee

..... Chair

(Assistant Professor Dr. Amphon Srisermbhok)

..... Committee

(Dr. Saengchan Hemchua)

..... Committee

(Mrs. Sopin Chantakloi)

This Master's Project has been approved as partial fulfillment of the requirements for the Master of Arts Degree in Business English for International Communication of Srinakharinwirot University.

..... Dean of the Faculty of Humanities

(Associate Professor Chaleosri Pibulchol)

September....., 2007

ACKNOWLEDGEMENTS

This Master's project could not have been achieved without kind assistance of my committee. I wish to express my deepest gratitude and appreciation to Assistant Professor Dr. Amphon Srisermbhok, my project advisor for her generous guidance, helpful suggestions and encouragement throughout my research study.

I would also like to extend my gratitude to Dr. Saengchan Hemchua and Mrs. Sopin Chantakloi for their support, valuable comments and recommendations.

A special thank goes to all my friends for their sincere assistance. My deepest appreciation also goes to my beloved parents for their love, profound understanding and spirit support throughout the long period of the study.

Jutharat Amarittakul

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CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Thailand is a multi-cultural nation with many distinct ethnic groups, including Chinese, Malays, Mons, Khmers and various hill tribes. Among these tribes, the Chinese are a majority in Thailand, constituting about 14% of the population (National Economies Encyclopedia. 2007: Online). Most have integrated completely into mainstream of Thai society. Like people in every country in Southeast Asia, the Chinese have historically played a significant role in business and commerce throughout Thailand. Located in the heart of Bangkok, Chinatown at Yaowarat is the most bustling and lively Chinese community. It has become the important center for commercialism and tourism which makes huge incomes to Thai tourism.

A Chinatown is a section of an urban area associated with a large number of Chinese within a city outside the majority-Chinese countries of China, Taiwan, and Singapore. Chinatowns are most common in East Asia, Southeast Asia, Australia, North America and the United Kingdom. One of the Chinatowns that has a long history is Yaowarat, located in one of the oldest areas in Bangkok. It was established in the 1700s by Chinese traders.

Characteristics of most Chinatowns, including Yaowarat are arches (known in Chinese as Paifang), religious and funerary supplies, Chinese herbs and animal parts, restaurants and street vendors, dragon and lion dance, video CD stores, and markets. Firstly, "Paifang" is a traditional Chinese architectural form like an archway. It served as a marker for the entrance of a building complex or a town. At Yaowarat, the Sixth Circle Commemorative Gateway is the entrance of Chinatown which is beautifully decorated, with the pillars painted in red and the roof covered with coloured tiles like a Chinese palace. Next, to keep with Buddhist and Taoist funeral traditions, Chinese specialty shops also sell a variety of funeral items such as hell money or paper house to be burned to the deceased in a furnace. Thirdly, herbs and animal parts shops are available at Yaowarat, selling products used in traditional Chinese medicine. Moreover, Yaowarat have many restaurants and street vendors, selling local-style Chinese foods as well as other cuisines. Fifthly, dragon and lion dances are performed in Chinatown every Chinese New Year, particularly to scare off evil spirits and bring good fortune to the community. Also, Chinatowns typically contain small businesses that sell imported VCDs and DVDs of Chinese-language films and karaoke. Lastly, Chinatown grocers and markets sell essential Chinese ingredients as well as a variety of grocery items imported from East Asia. These are some characteristics that attract tourists to Chinatown.

As a shopping area at Yaowarat, there are many gold shops, ancient Chinese medical units, textiles, stationeries, hardware, food, fabric shops as well as dozens of other small businesses along street of Yaowarat. It provides a wide variety of low-priced goods. Goods at Yaowarat are very cheaper than anywhere else. As it located in the centre of Bangkok and near other attractions, it is easy to reach. Tourists visit there by many ways of transportation such as by private cars, public buses, sky train (BTS) or by boat. Therefore, this attraction is considered a paradise for shopping. As tourism aspect, Chinatown at Yaowarat has become the interesting place to experience ethnic group, the Chinese.

Because tourism is the fastest growing sector that generates a big income to Thailand, ethnic tourism such as Chinatown should be promoted. Chinatown at Yaowarat is one of the popular destinations that tourists want to explore and experience. Chinese heritage and the tradition way of life at Yaowarat is still practiced and cherished. Chinatown at Yaowarat encompasses many aspects of Chinese value. Materialistic value is shown by many model figures. For example, a model figure of Chinese dragon represents power and mystery. In spiritual value, the Chinese are seen as diligent, grateful, economical, and faithful. The Chinese are also business-minded as you can see that Yaowarat is the center of commerce. As artistic value, tourists visit Wat Mongkon Kamalawat, the Chinese-Buddhist temple. They experience Chinese fine arts such as architecture, painting and sculpture. In terms of cultural value, Yaowarat

preserves Chinese culture such as cuisine, religion and way of life. Most tourists visit Yaowarat because Chinese cuisine is widely recognized as representing one of the richest and most diverse culinary cuisines. Hence, Chinatown at Yaowarat is interesting place which has its own characteristics that attracts numerous tourists every corner of the globe.

From the reasons mentioned earlier, the researcher wanted to find out which elements mostly attract international tourists to visit Chinatown at Yaowarat. Furthermore, the most attractive Chinese aspect was investigated in order to provide a better understanding to related tourism organizations such as Tourism Authority of Thailand (TAT). Consequently, Thailand would gain more profits and revenues due to the rising number of tourists.

1.2 Objectives of the Study

This study covers two objectives:

1. To find out which element among product, price, and place attracts international tourists to visit Chinatown at Yaowarat
2. To investigate the most attractive Chinese aspect in Chinatown at Yaowarat

1.3 Research Questions

This study aims to answer the following questions:

1. Which element among product, price, and place attracts international tourists the most to visit Chinatown at Yaowarat?
2. What is the most attractive Chinese aspect in Chinatown at Yaowarat?

1.4 Significance of the Study

This study reveals the element among product, price, and place that most attracts international tourists to visit Chinatown at Yaowarat. Also, the attractive Chinese aspect will be investigated. It provides useful information and knowledge for Tourism Authority of Thailand (TAT), Bangkok Tourism Division, tourism agencies and advertisers. The opinions could be useful elements in predicting and identifying potential tourists because it shows how international tourists evaluate Yaowarat in favorable and unfavorable way. It also enhances Chinese cuisines to tourists. Additionally, it enhances a business's chance which can increase revenues and profits and gain market shares for international tourism.

1.5 Scope of the Study

This study explored international tourists' opinions towards Chinatown at Yaowarat. The instrument employed in the study was an English questionnaire. In this case, questionnaires were randomly distributed to fifty international tourists. Twenty-five western tourists and twenty-five Asian tourists in Chinatown at Yaowarat in July 2007 were selected as respondents. The data are presented in figures.

1.6 Definition of Terms

To understand the definition of terms used in this study, they are explained as follows:

International tourists	In this study, international tourists are fifty tourists from other countries who visit Chinatown at Yaowarat. It is consisting of twenty-five western tourists and twenty-five Asian tourists.
Chinatown	Chinatown in this study refers to Yaowarat road, starting from the Sixth Circle Commemorative Gateway to the Grand China hotel.
Place	For this study, place means the location of a tourist attraction that provides prospective customers with access to tourism products.

CHAPTER 2

RELATED LITERATURE REVIEW

To study tourists' opinions towards Chinatown at Yaowarat, the researcher has provided concepts and related literature. This research is focused on marketing mix. It consists of 7 Ps which are product, price, place, promotion, people, process and physical evidence.

2.1 Marketing Mix

The marketing mix is at the centre of the strategic marketing process. It is the mechanism used to complement strategic plans. Kotler (1998) defined the marketing mix as the set of marketing tools that the firm uses to pursue its marketing objectives in the target markets. Traditionally, the marketing mix is based around the 4 Ps, first devised by McCarthy (1978). He identified elements that can be influenced and manipulated in the way a product is marketed and provided a framework to systematically analyze each these elements: product, price place and promotion. As marketing became a more sophisticated discipline, three further "P"s which are

people, process and physical evidence were added by Booms and Bitner (1981).

It is mainly for service industries such as tourism.

a) *Product*. The product offering, the heart of an organization's marketing program, is usually the starting point in creating a marketing mix. A marketing manager cannot determine a price, design a promotion strategy, or create a distribution channel until the firm has a product to sell. Moreover, an excellent distribution channel, a persuasive promotion campaign, and a fair price have no value with a poor or inadequate product offering.

Lamb; Hair; & McDaniel (2000: 318) defined a product as everything, both favorable and unfavorable, that a person receives in an exchange. It may be a tangible good like a pair of shoes or a service like a haircut. Packaging style, color, options and size are some typical product features. Just as important are intangibles such as service, the seller's image, the manufacturer's reputation and the way consumers believe others will view the product.

Classification by degree of tangibility divided products into three of categories (Kerin; Harley; & Rudelius. 2004: 212). First is a nondurable, an item consumed in one or a few uses such as food products or fuel. A durable good is an item that usually lasts over an extended number of uses such as appliances, automobile and stereo equipment. Services are defined as intangible activities, benefits or satisfaction offered for sale such as health care and education. The differences of services from goods are

four uniqueness characteristics: intangibility, inseparability, heterogeneity and perishability.

In Chinatown, Yaowarat provides various products. For example, Yaowarat is the paradise of food lovers who quest for Chinese cuisine. Both sides of its main street are flanked with restaurants and food vendors throughout the day. Local dishes include Dim Sum, shark fin in red sauce and rice with crispy pork or duck toppings. Yaowarat also offers Chinese medical units, religious and funerary supplies, calculators, watches, toys, stationeries, clothes and ornaments. These examples highlight products in Chinatown at Yaowarat.

b) Price. The price paid for goods and services goes by many means. We pay tuition for our education or rent for an apartment. Our dentists or physicians charge us a fee or an airlines charge a fare. These are termed a price.

From a marketing viewpoint, price is the money or other considerations, including other goods and services, exchanged for the ownership or use of a product. For most products, money is exchanged. Pricing is a key principle for any organization when it is marketing products and services. The price that an organization charges for its products and services must strike a balance between what the organization is trying to achieve in financial terms, and most importantly, the needs and wants of consumers for the target group. Consumers are interested in obtaining a “reasonable price” which really means “perceived reasonable value” at the time of transaction. However,

organizations have to be aware of the value which customers place on their products and services, i.e. what they are willing to pay for them. Therefore, the right price must both satisfy customers and meet profit objectives.

It is seen that in Chinatown at Yaowarat, the amount paid for retail not always the same as the list or quoted price because customers can bargain and get discounts. In contrast, customers hardly get discounts or bargain because products are very cheap if it is a wholesaling. However, price is one of the important elements of marketing mix that affects purchase decision making of consumers.

c) Place (distribution). We see the results of distribution everyday. We may have purchased Lay's Potato Chips at the 7-eleven store or a book through Amazon.com. Each of these items was brought to you by a marketing channel of distribution, or simply a marketing channel, which consists of individuals and firms involved in the process of making a product or service available.

Place is the task of getting the goods to the market. Marketing channels can be compared with a pipeline through which water flows from a source to an endpoint. Marketing channels make possible the flow of goods from a producer, through intermediaries, to a buyer. Intermediaries go by various names: middleman (any intermediary between manufacturer and end-user markets), agent or broker (any intermediary with legal authority to act on behalf of the manufacturer), wholesaler (any intermediary who sells to other intermediaries, usually to retailer), retailer (any intermediary

who sells to consumers), distributor (an imprecise term, usually used to describe intermediaries who perform a variety of distribution functions, including selling, maintaining inventories, extending credit and so on) and dealer (a more imprecise term than distributor that can mean as distributor, retailer, wholesaler and so forth).

For tourism marketing purposes, place means the location of a tourist attraction or facility and location of all the points of sale that provide prospective customers with access to tourism products. Therefore, place or distribution can be linked together most effectively to give the consumers easy access to purchase of the product. Since Chinatown at Yaowarat is a very bustling area; parking space is scarce. The best way to reach there is by the public transport. Public buses and air-conditioned buses are plentiful. Taxi and tuk-tuks, three-wheeled open-air motorised taxis, are popular and more convenient. Also, you can take train or subway (MRT) to Hau Lam Phong station and take buses or tuk-tuks which lasts within 10 minutes to get there. Besides, Chao Phraya River tourist boats can bring you to Yaowarat by alighting at Ratchawong pier.

d) Promotion. Promotion is used by organizations to affect the way in which consumers behave and it is therefore a vital motivator for any organization.

Kerin; Harley; & Rudelius (2004: 510) defined promotion as communication by marketers that informs, persuades and reminds potential buyers of a product in order to influence an opinion or elicit a response. Most promotional strategies use several ingredients—which may include personal selling, advertising, sales promotion and public

relations—to reach the target market. To communicate with customers, a company can use one or more promotional alternatives. Firstly, person selling is purchase situation in which two people communication in an attempt to influence each other. Both the buyer and seller have specific objectives they wish to accomplish. The buyer may need to minimize cost or assure a quality product while the salesperson may need to maximize revenue and profits. Secondly, advertising is any paid form of nonpersonal communication about an organization, goods or services by identified sponsor. Tradition media--such as television, radio, newspapers, magazines, books or bill boards--are most commonly used to transmit advertisements to consumers. Organizations, however, are finding many new ways to send their advertisements, most notably through such electronic means as the Internet and fax machines. Next is sales promotion. It consists of all marketing activities—other than personal selling, advertising and public relations—that stimulate consumer purchasing and dealer effectiveness. Sales promotion is generally a short-run tool used to stimulate immediate increase in demand. Sales promotion can be aimed at end consumers, trade customers or a company's employees. Sales promotions include free samples, contests, premiums, trade shows and coupons. Last is public relations. Concerned about how they are perceived by their target markets, organizations often spend large sums to build a positive public image. Public relations is a form of communication management that seeks to influence the feeling, opinions or beliefs held by customers, prospective customers, stockholders, suppliers, employees

and others about a company and its product or services. Marketers use public relations not only to maintain a positive image but also to educate the public about the company's goals and objectives, introduce new products and help support the sales effort.

To communicate with customers, Tourism Authority of Thailand (TAT) uses many promotional alternatives. TAT advertises and supplies information to the public via the Internet at <http://www.tourismthailand.org> and <http://www.tatnews.org>. In addition, tourists can get any information brochure from the head office of TAT, located on New Phetchaburi Road and from information center available at Yaowarat, located near Tien-fah foundation. Another promotional alternative is TAT Call Center 1672 which provides travel information and can send you attraction information via a fax. These are promotion alternatives that TAT uses to attract their target group.

e) People. People come into the marketing mix equation in at least three ways: service personnel, the tourists themselves and local residents. The service personnel issue was considered earlier under the topics of inseparability and variability, which demonstrated the critical role of highly trained employees. The importance of fostering tourist sensitivity and awareness was also stressed since inappropriate tourist behavior can reduce the quality of the product for all participants. For many destinations, the local residents also fall into the category of product since tourists may be attracted by the culture or hospitality of the resident population.

f) Process. Process refers to the systems used to assist the organization in delivering the service. The attributes of process include speed, efficiency, service time, waiting time, appointment system and documents.

g) Physical Evidence. A service cannot be experienced before it is delivered. This means that choosing to use a service can be perceived as a risky business because you are buying something intangible.

Physical evidence is the element of the service mix which allows the consumer again to make judgments on the organization. Consumers will make perceptions based on their sight of the service provision which will have an impact on the organizations perceptual plan of the service. Consideration is given to the decor, environment and ambience of the product or where the product is consumed (particularly important in tourism). The features of physical evidence include size, premise, corporate image, ambience, comfort, facilities and cleanliness.

2.2 Previous Studies

A collection of studies related to opinions and ethnic tourism from various sources are presented below.

Moscardo, Gianna (1999) studied "Understanding Ethnic Tourists -- The Tjapukai Experience". The results were used to group tourists at the Tjapukai Aboriginal Cultural Park, Australia into four main groups as ethnic tourism connection group, passive cultural learning, ethnic products and activities, and low ethnic interest. The study showed that the largest group, the ethnic tourism group, was the most interested in having personal contact with ethnic people. The passive cultural learning group was interested in ethnic tourism but preferred to experience that focus on cultural learning rather than personal contact. The ethnic products and activities group was more interested in participating in traditional activities. The low ethnic tourism group was most likely to visit an aboriginal tourism attraction as part of a tour or because someone else in their party wanted to visit. All four groups showed a high to very high level of satisfaction in their visit to Tjapukai.

Xiaoping Wu (2000) studied "Ethnic Tourism -- A Helicopter from "Huge Graveyard" to Paradise?: Social Impacts of Ethnic Tourism Development on the Minority Communities in Guizhou Province, Southwest China". The paper was aimed to investigate the effects of ethnic tourism. The findings indicated five positive and five negative effects of ethnic tourism in Guizhou Province. Positive effects were increasing

income, generating foreign currency, diversifying the local economy, improving local infrastructure, and enhancing intercultural understanding and communication. In contrast, negative effects were the loss of necessary hospitality, the loss of pride and traditional values, the loss of indigenous meanings hidden in traditional cultural forms, the loss of traditional subsistence skills and the loss of land. It also indicated that the positive effects related more to the economy, while the negative related more to the cultural aspects of community.

Wantana Chomjinda (2005) studied "Public Opinions towards Sustainable Ecotourism Development: A Case Study of Amphoe Muang, Prachin Buri Province" by using questionnaires and resource audit as tools. She found that the majority got information about sustainable ecotourism development through television, radio and magazines. Additionally, it showed that their knowledge and information about tourism was in high. The majority would like to see souvenir shops' improvement, tourist information center and sewerage system.

CHAPTER 3

RESEARCH METHODOLOGY

This chapter covers 4 sections: subjects, instrument, procedures and data analysis. The details are below:

3.1 Subjects

Fifty international tourists participated in this study. Respondents consisted of twenty-five western tourists and twenty-five Asian tourists. They were randomly chosen in Chinatown at Yaowarat road from the Sixth Circle Commemorative Gateway to the Grand China hotel because it is the main street of commercialism and tourism.

3.2 Instrument

In this study, an English questionnaire was the main instrument for data collection. The questionnaire was designed to study the element among product, price and place that most attracts international tourists to visit Chinatown at Yaowarat as well as to find out the most attractive Chinese aspect at Yaowarat. It covered the objectives of the research and it was divided into two parts:

Part 1: Personal Data

This portion contained questions regarding personal information of the respondents inclusive of nationality, gender, age, money spent, duration and time for visit Yaowarat. This aimed to identify types of international tourists who visited Chinatown at Yaowarat. In this part, the respondents were requested to answer and choose the provided answer that was most applicable to them.

Part 2: Opinions towards Chinatown at Yaowarat

In this portion, the respondents were questioned on their opinions towards Chinatown at Yaowarat. Respondents were also requested to choose the answer(s) that was/were applicable to them and answer one open-ended question to explore tourist's opinions towards Chinatown at Yaowarat.

3.3 Procedures

In order to achieve the objectives of the study, the researcher distributed the questionnaires to fifty selected respondents, consisting of twenty-five Westerners and twenty-five Asians who visited Chinatown at Yaowarat in July, 2007. The data collection took one week from 15-21 July 2007. Afterward, the questionnaires were verified and analyzed.

3.4 Data Analysis

After receiving all completed questionnaires, the researcher classified the information in categories and compare among them. Percentage is used for calculating and analyzing the data. Moreover, figures illustrated the scores and rating of the respondents' answers. The findings of the data analysis lead to conclusions, discussion and recommendations for further study included in Chapter 4 and 5.

CHAPTER 4

FINDINGS

The findings of the study are presented in this chapter. Details of the data obtained from the completed questionnaires are divided into two parts:

I. PERSONAL DATA

II. OPINIONS TOWARDS CHINATOWN AT YAOWARAT

They are presented in frequency and percentage with a description analysis.

4.1 Personal Data

This part provides personal data of the participants of twenty-five western tourists and twenty-five Asian tourists visiting Yaowarat. The data of these tourists are as follows:

Nationality		Number of Respondents	Percentage
<u>Westerners</u>	Dutch	5	10
	Belgian	5	10
	French	3	6
	British	3	6
	Swiss	3	6
	Scottish	2	4
	Spanish	2	4
	German	1	2
	Italian	1	2
<u>Asians</u>	Chinese	16	32
	Singaporean	5	10
	Malaysian	2	4
	Korean	2	4
Total		50	100

FIGURE 1 NATIONALITIES OF THE RESPONDENTS

According to FIGURE 1, most of the respondents (32%) were Chinese, followed by Singaporean (10%), Dutch (10%) and Belgian (10%). Obviously, there is a mixer of nations of western respondents. It was noticeable that Dutch and Belgian liked to visit Chinatown. On the contrary, most of the Asians were Chinese from Hong Kong and china. They still wanted to experience Chinatown although they were familiar with Chinese culture.

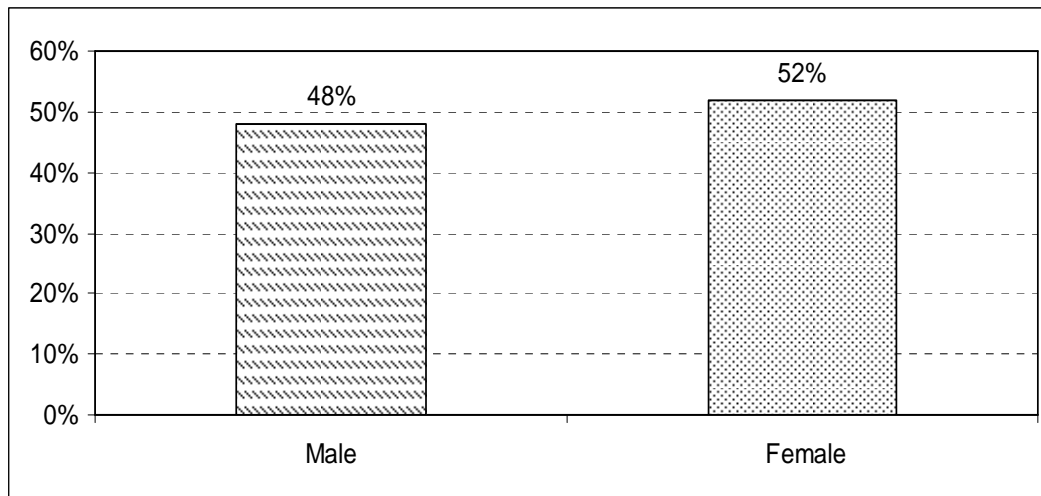


FIGURE 2 GENDERS OF THE RESPONDENTS

FIGURE 2 illustrated genders of the respondents who visited Chinatown at Yaowarat. This figure showed that 52% of the respondents was female and 48% of them was male. These percentages were nearly equivalent which it did not affect the feedback on any bias. Both genders were interested in exploring Chinatown at Yaowarat.

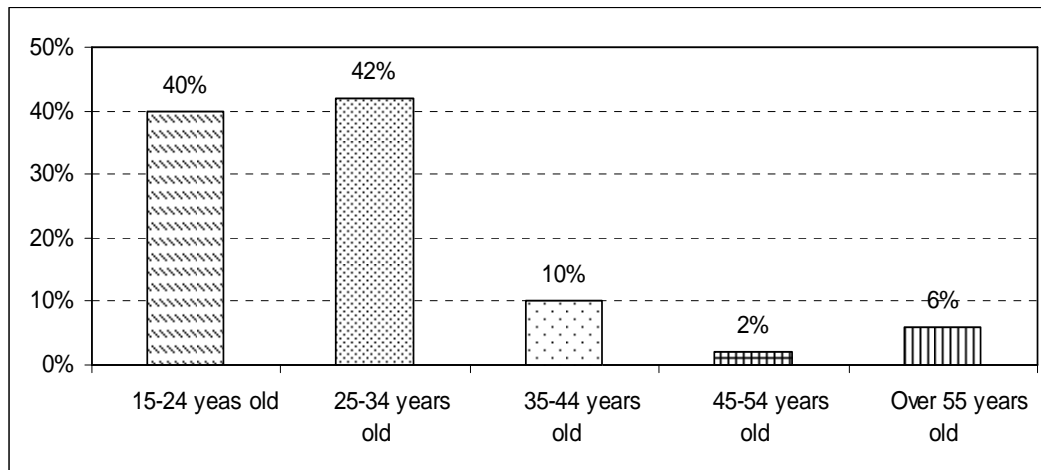


FIGURE 3 AGE OF THE RESPONDENTS

As seen in FIGURE 3, the results indicated that most of the respondents (42%) were between 25-34 years old, followed by 15-24 years old. These adolescents and early adults were adventurous, challenging, easy-going and economical. They visited Yaowarat because there were many affordable foods as well as cheap goods.

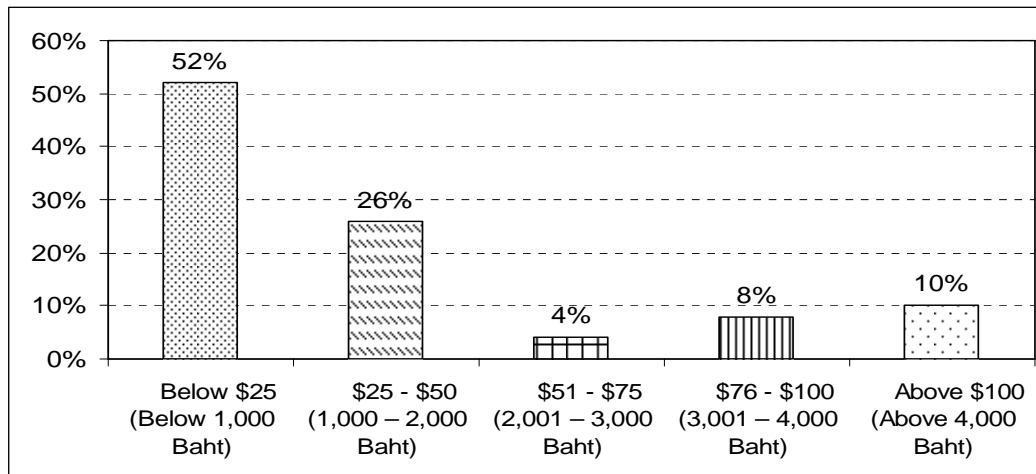


FIGURE 4 MONEY SPENT AT YAOWARAT

FIGURE 4 demonstrated that 52% of the respondents spent below \$25 for visiting Yaowarat. Twenty-six percent of them paid \$25 - \$50 (26%) when they visited Yaowarat. Obviously, they did not spend too much on their travel because there was no entrance fee as well as the products were quite cheap.

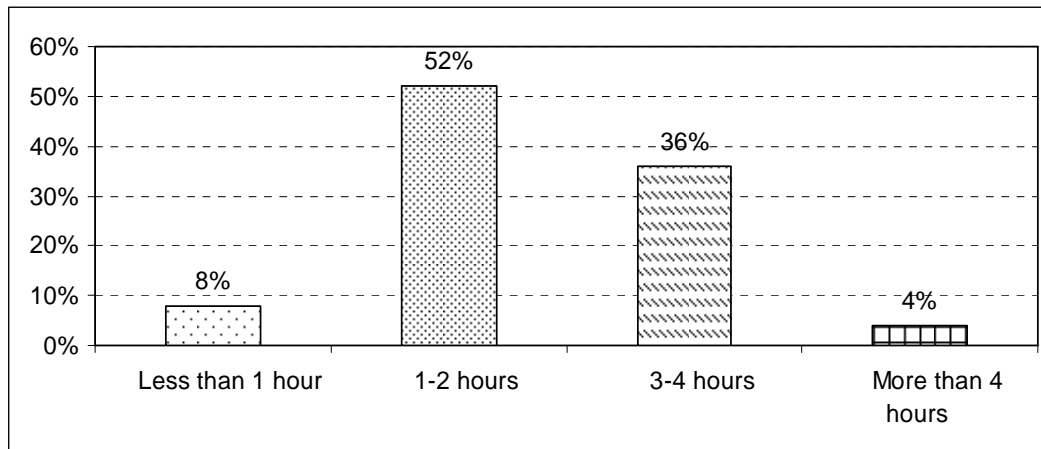


FIGURE 5 DURATION FOR EACH VISIT

FIGURE 5 showed the length of time for visiting Yaowarat. Most of the respondents (52%) spent 1-2 hours at Yaowarat, followed by 3-4 hours (36%) and less than 1 hour (8%). Half of them did not spend too much time at Yaowarat because Yaowarat was quite small and they might have purpose in their mind when going there. They might know where to eat or where to shop so they did not have to waste their time exploring Yaowarat.

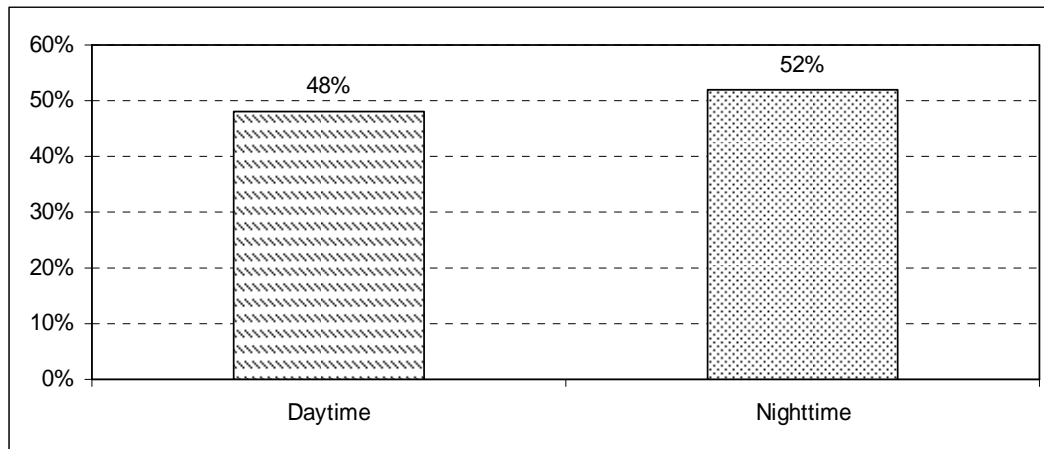


FIGURE 6 TIME FOR VISITING YAOWARAT

FIGURE 6 informed the time that the respondents visited Chinatown at Yaowarat. They visited Yaowarat at nighttime (52%) and daytime (48%). Both percentages were nearly equivalent. The respondents might attract to visit Yaowarat at daytime because of shopping. There were many things especially Chinese products, selling along Yaowarat roads. On the contrary, they visited Yaowarat at nighttime because there were various kinds of foods, providing them at that time.

4.2 Opinions towards Chinatown at Yaowarat

This part provides the international tourists' opinions towards Chinatown at Yaowarat. According to the questionnaires, the results are as follows:

Communication Channel	Frequency	Percentage
Newspapers	0	0
Magazines	4	6.35
Brochures or guide books	23	36.51
Television	3	4.76
Radio	0	0
Internet	4	6.35
Travel agencies	9	14.28
Word-of-mouth or recommendations	20	31.75
Others	0	0
Total	63	100

FIGURE 7 COMMUNICATION CHANNEL

As shown in FIGURE 7, brochures or guide books (36.51%) were the most influential communication channel, followed by word-of-mouth or recommendations (31.75%) and travel agencies (14.28%). They could get brochures or guide books at tourist information at Yaowarat road or at Tourist Authority of Thailand (TAT). Besides, it can be implied that Yaowarat has a good reputation because of word-of-mouth or recommendations.

Purpose	Number of Respondents	Percentage
Eating	20	40
Shopping	16	32
Experiencing Chinese culture	14	28
Others	0	0
Total	50	100

FIGURE 8 PURPOSE OF VISITING YAOWARAT

FIGURE 8 showed that eating (40%) was the main purpose of their visiting at Yaowarat. Also, the respondents went there for shopping (32%) and experiencing Chinese culture (28%). This showed that Yaowarat was well-known place for eating. The respondents could choose what to eat because there were many food stalls and restaurants, selling at Yaowarat.

Types of Goods	Frequency	Percentage
Foods	39	53.42
Gold/Jewelry	9	12.33
Clothes/Bags/Shoes	19	26.03
House decoration	1	1.37
Stationeries	1	1.37
Religious and funerary supplies	1	1.37
Medical units	0	0
Others	3	4.11
Total	73	100

FIGURE 9 TYPES OF GOODS THAT THE RESPONDENTS BUY

From FIGURE 9, 53.42% of the respondents bought foods at Yaowarat, followed by clothes/ bags/shoes (26.03%), gold/jewelry (12.33%) and others (4.11%). Because their main purpose was eating (FIGURE 8), foods were the primary good that they bought. This revealed that the taste of foods at Yaowarat was good and there were many kinds of foods especially Chinese cuisine, provided at Yaowarat.

Motivation		Frequency	Percentage
<u>Product</u>	Varieties of goods and foods	24	24.49
	Quality of goods and foods	12	12.25
	Uniqueness of Chinese products and culture	7	7.14
	Total	43	43.88
<u>Price</u>	Reasonable price of goods and foods	17	17.35
	Low-priced goods and foods	21	21.43
	Total	38	38.78
<u>Place</u>	Easy to reach	11	11.22
	Near other attractions	3	3.06
	Near your accommodation	2	2.04
	Total	16	16.32
Others		1	1.02
Total		1	1.02
Total		98	100

FIGURE 10 MOTIVATION OF VISITING YAOWARAT

FIGURE 10 illustrated the frequency and percentages of the respondents' motivation to visit Yaowarat. It showed that varieties of foods and goods (24.49%) motivated them to visit Yaowarat the most, followed by low-priced goods and foods (21.43%), reasonable prices of goods and foods (17.35%). In other words, this figure showed that Chinatown at Yaowarat was a good place for the product and price which attracted the respondents to visit there.

Chinese Aspects	Frequency	Percentage
Chinese architecture	11	11.46
Chinese sculpture	3	3.13
Chinese painting	5	5.20
Chinese cuisine	25	26.04
Chinese language	9	9.38
Chinese daily life	22	22.92
Chinese products	21	21.87
Others	0	0
Total	96	100

FIGURE 11 ATTRACTIVE CHINESE ASPECTS AT YAOWARAT

As seen in FIGURE 11, most of the respondents were attracted by Chinese cuisine (26.04%), Chinese daily life (22.92%) and Chinese products (21.87%).

This showed that Chinese cuisine was very popular among international tourists.

The respondents were attracted to experience Chinese cuisine because the taste was very unique and delicious.

Level of Impressions	Number of Respondents	Percentage
Very impressive	7	14
Impressive	29	58
Neutral	14	28
Unimpressive	0	0
Not at all	0	0
Total	50	100

FIGURE 12 IMPRESSIONS TOWARDS YAOWARAT

FIGURE 12 demonstrated the respondents' impressions towards Yaowarat.

They ranked "impressive" at 58%, "very impressive" at 14% and "neutral" at 28%.

It showed that every respondent was happy and they had a positive thinking towards

Chinatown at Yaowarat.

Recommendation	Number of Respondents	Percentage
Yes	49	98
No	1	2
Total	50	100

FIGURE 13 RECOMMENDATION FOR OTHERS TO VISIT YAOWARAT

FIGURE 13 informed that 98% of the respondents would recommend others to visit Yaowarat. Another 2% of them would not recommend this attraction to others because he stated that it depended on others' interest. This showed that the overall had good attitude towards Yaowarat. Besides, these recommendations became one of the most communication channels that attracted tourists to visit Yaowarat. It was consistent with FIGURE 7.

Moreover, one open-ended question and commendations were asked to provide their opinions on Chinatown at Yaowarat. The respondents expressed different opinions. There were both pros and cons:

Pros.

- The size of Chinatown at Yaowarat is bigger than other Chinatowns such as Italian Chinatown and London Chinatown.
- The price of goods and foods at Yaowarat is quite cheap.
- Yaowarat provides a variety of foods and goods.

- People at Yaowarat are very kind and friendly.
- It is a good place to experience the way of Chinese life.
- The area is very unique and bustling.

Cons.

- It is crowded.
- It is busier than other Chinatowns.
- There are too many cars and motorbikes.
- There are a lot of exhaust fumes from cars and motorbikes.
- Yaowarat is very noisy.
- The pavement is quite narrow.

Moreover, the respondents gave some comments towards Yaowarat as follows:

- It should offer more guide service.
- It should provide more trash bins.
- Yaowarat should have more traffic lights.
- The street should be wider and longer.
- Yaowarat should provide more security about the safety in lives and properties.

CHAPTER 5

CONCLUSION, DISCUSSION AND RECOMMENDATION

This chapter concludes the study according to the objectives with discussion and recommendation for further studies.

5.1 Conclusion

Chinese culture is commonly practiced around the world. The Chinese exist everywhere and gather in small communities. Likewise in Thailand, Yaowarat becomes the biggest Chinatown in Bangkok. As Chinese are business minded, diligent and hard working, most of them run their own business. Therefore, Chinatown at Yaowarat turns to be one of the attractions that attracts tourists both Thai and international tourists.

The findings reveal that international tourists were attracted to visit Chinatown at Yaowarat based on products the most, followed by price and place. Besides, most of them went to Chinatown at Yaowarat because they wanted to eat and experience unique Chinese cuisine.

5.2 Discussion

According to respondents' nationalities, a majority was Chinese. As Thai and Chinese governments signed terms of reference to exchange visits, the Chinese were the biggest group of respondents who visited Yaowarat. This was similar to the international tourists statistics of Tourism Authority of Thailand (2007: Online) which showed that a group of Chinese tourists was one of the key markets of Thailand.

Most respondents were female aged from 25 to 34 years old, spending below \$25 for each visit to Yaowarat. It can be implied that more female liked to visit ethnic attraction Chinatown at Yaowarat than male whereas those aged from 25 to 34 just began their careers and enjoyed their visit because it was economical. Therefore, they did not have to spend too much on their travel. At Yaowarat, they did not have to pay for the entrance fee and there were many cheap goods available and affordable. On the contrary, senior people did not want to travel to Chinatown at Yaowarat because they might want to visit attractions which providing many facilities necessary for their health.

Most of the respondents always spent 1-2 hours at nighttime to experience Yaowarat. Yaowarat Road is 1.5 Kilometers wide (Tourism Division, 2007: 21) so it did not take a long time to explore Yaowarat thoroughly. They often explored Yaowarat at nighttime because at that time along sides of Yaowarat road turned to be one of the city's longest food streets with shops and food stalls selling various kinds of foods especially Chinese cuisine (Bangkok Metropolitan Administration: Online). Moreover,

they might have purpose in their minds such as eating or shopping. They knew that what they wanted to do so they did have to waste their time at Yaowarat.

According to the respondents' opinions, brochures or guide books were the most influential communication channels. Possibly, brochures or guide books were easily to buy or get. For example, tourists could get a book guide of Yaowarat at Tourist Information Counters on New Phetchaburi Road or tourist center near Tien-Fah Foundation on Yaowarat Road. Besides, most travel agencies did not include Yaowarat as their popular attractions in Bangkok in their tour programs. For example, Thailandvoyage.com (Window Tour Service Co., Ltd. 2007: Online) provided a Bangkok package tour. The attractions contained in a program were the Temple of the Golden Buddha (Wat Trimitr), the Temple of the Reclining Buddha (Wat Po) and the Marble Temple (Wat Benchamabopit). Yaowarat was not listed in the tour program so if tourists wanted to explore Yaowarat, they had to travel by themselves with brochures or guide books.

Since eating was the main purpose of their visit to Yaowarat, most respondents were attracted by Chinese cuisine so foods were the important goods that they usually bought. Chinese cuisine was one of the popular, unique and delicious cuisines in the world. It was not surprise that tourists visited Yaowarat because of Chinese cuisine. Yaowarat was the paradise of food lovers quested for Chinese cuisine such as Dim Sum, Shark fin in red sauce, noodles, bird's net soup, lotus root juice and toasted chestnuts.

It provided cheapest food stalls to most expensive Chinese restaurants. Tourists had many choices to buy and experience their affordable foods.

Their influential motivation was product, consisted of varieties of foods and goods, quality of goods and foods and uniqueness of Chinese products and culture. It is concluded that respondents mostly paid attention to product. Possibly, products could easily draw tourists' attention because they were visible and tangible. After they experienced Yaowarat, they were impressed and they would recommend others to visit Yaowarat. As tourists commends in Chapter 4, on the contrary, they stated that Yaowarat was very noisy and smelly. Besides, they required more guide services and more security on their lives and properties. Therefore, Tourism Authority of Thailand should improve and develop Yaowarat in order to provide tourists with high satisfaction.

5.3 Recommendation for Further Studies

The researcher recommends the following topics for further studies:

- A comparison of Asians and Westerners' opinions should be studied in order to find out differences of each ethnic group that can be applied to improve Yaowarat to satisfy the needs of each group of tourists.
- This study focused on 3Ps (product, price and place) of marketing integration mix. Other elements in marketing mix such as promotion, people, process and physical evidence that motivate tourists to visit Chinatown at Yaowarat should be explored.
- A study of other ethnic areas such as hill tribes in the north of Thailand, Indians at Pahurat Road and Mons at Phrapradeang district should be studied in order to find out the characteristics of Thai ethnic groups to promote domestic traveling.

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APPENDIX

Questionnaire

This questionnaire is designed to explore international tourists' opinions towards Chinatown at Yaowarat. The researcher feels very much obliged to you for your cooperation by completing this questionnaire. Your information will be kept confidential.

Part I: Personal Data

1. Nationality

2. Gender

Male

Female

3. Age

15-24 years old

25-34 years old

35-44 years old

45-54 years old

Over 55 years old

4. How much do you spend each time when visiting Yaowarat?

Below \$25 (Below 1,000 Baht)

\$25 - \$50 (1,000 – 2,000 Baht)

\$51 - \$75 (2,001 – 3,000 Baht)

\$76 - \$100 (3,001 – 4,000 Baht)

Above \$100 (Above 4,000 Baht)

5. How long do you spend your time at Yaowarat?

Less than 1 hour

1-2 hours

3-4 hours

More than 4 hours

6. What time do you visit Yaowarat?

Daytime

Nighttime

Part II: Opinions towards Chinatown at Yaowarat

7. Which communication channel(s) influenced you to visit Yaowarat?

(You can choose more than one answer)

- | | |
|--|---|
| <input type="checkbox"/> Newspapers | <input type="checkbox"/> Magazines |
| <input type="checkbox"/> Brochures or guide book | <input type="checkbox"/> Television |
| <input type="checkbox"/> Radio | <input type="checkbox"/> Internet |
| <input type="checkbox"/> Travel agencies | <input type="checkbox"/> Word-of-mouth or recommendations |
| <input type="checkbox"/> Other, please specify | |

8. What is your main purpose of visiting Yaowarat?

- | | |
|-----------------------------------|---|
| <input type="checkbox"/> Eating | <input type="checkbox"/> Experiencing Chinese culture (e.g. shrine) |
| <input type="checkbox"/> Shopping | <input type="checkbox"/> Others, please specify..... |

9. What kinds of goods do you spend on when visiting Yaowarat?

(You can choose more than one answer)

- | | |
|---|--|
| <input type="checkbox"/> Foods | <input type="checkbox"/> Gold/jewelry |
| <input type="checkbox"/> Clothes/Bags/Shoes | <input type="checkbox"/> House decoration |
| <input type="checkbox"/> Stationeries | <input type="checkbox"/> Religious and funerary supplies |
| <input type="checkbox"/> Medical units | <input type="checkbox"/> Others, please specify..... |

10. Which item(s) motivate you to visit Yaowarat? (You can choose more than one answer)

- | | |
|---------|--|
| Product | Varieties of goods and foods |
| | Quality of goods and foods |
| | Uniqueness of Chinese products and culture |
| Price | Reasonable price of goods and foods |
| | Low-priced goods and foods |
| Place | Easy to reach |
| | Near other attractions |
| | Near your accommodation |
| | Other, please specify..... |

11. In comparison to other Chinatown you have visited, what is unique about Yaowarat?

.....
.....

12. What Chinese aspect(s) interest you at Yaowarat?

(You can choose more than one answer)

- | | |
|---|--|
| <input type="checkbox"/> Chinese architecture | <input type="checkbox"/> Chinese sculpture |
| <input type="checkbox"/> Chinese painting | <input type="checkbox"/> Chinese cuisine |
| <input type="checkbox"/> Chinese language | <input type="checkbox"/> Chinese way of life |
| <input type="checkbox"/> Chinese products | <input type="checkbox"/> Others, please specify..... |

13. What is your overall impression towards Yaowarat?

- Very impressive
- Impressive
- Neutral
- Unimpressive
- Not at all

14. Would you recommend Yaowarat as a place to visit to your friends?

- Yes
- No. Why not?.....

15. Please give some comments you would like to make towards Yaowarat?

.....
.....
.....

THANK YOU VERY MUCH FOR YOUR COOPERATION

VITAE

VITAE

Name: Ms. Jutharat Amarittakul

Date of Birth: August 24, 1982

Place of Birth: Bangkok

Address: 101/8 Romklao Road, Ladkrabang Bangkok 10520

Educational Background:

2007 Master of Arts (Business English for International Communication)

Srinakharinwirot University

2004 Bachelor of Arts (English)

Srinakharinwirot University